

Campbell's

Soup Can.

Insight:

As soon as we're born, we're divided in one way or another. Whether it's by the foods we like, or the teams we support. But these differences are often trivial, and we often find it's those who seem furthest apart that end up being the closest to us.

Idea:

Similarities seem moreso when juxtaposed against differences. While some differences are taught, others learnt, there's something engrained about the idea of loving soup, and whoever you are, soup is a uniquely familiar thing. Leading with an emotional TVC, and then bolstered by experiential ideas, we can show that if there's one thing that can bridge all differences, **soup can.**

Why it will work:

Emotion is the gateway to brand loyalty. If the TVC can evoke an emotional response, that makes people feel good, they're likley to associate that goodness with Campbell's. Tapping into the truth that the world makes us different, but we're essentially all loving, base humans will help to associate that feeling with Campbell's. Combine that with in-store ideas that help people feel nostalgia for Campbell's, and we're on the way to creating a campaign that simulates a warm bowl of soup.

Experiential Ideas:

1. Instead of a single soup in a can, the can is delivered as a twistable double can, two single serve soups that can be divided and shared. That way, if one person wants pea and ham, and another person wants tomato, everyone can eat soup happily.
2. The traditional soup names are replaced with colloquial names from around the world, e.g. "Jewish Penicillin" for chicken noodle, as well as helpful names that people can relate to. "Soup for Colds". "Soup for a Sick Human"; "Soup for Mum".



In this TVC, we follow the journey of identical twins, separated at birth. They grow up completely unaware of the other's existence. They like different foods. Play different sports. Kiss different girls. Get scared of different things. These scenarios only aim to outline that the world make us different, but in the end...well...

Visual:

John and Steve are born. We can already tell they're different – one is screaming, the other isn't.

They're adopted out to different families; two brothers on opposite sides of the tracks.

They grow up in completely different lifestyles – one in suburbia, one in a city.

Steve, hits a homer in a suburban baseball field. John is running from the cops on a skateboard.

They're each eating different types of soup at a different time - Steve has a big extended happy family, John has a smaller family and is eating quietly at a table.

One gets a tattoo of a dragon; the other chickens out.

John crawls into bed at the early hours of the morning, Steve is just getting out of bed.

They're older now. John is kissing a girl; Steve is kissing a boy. They'll marry these people.

John's wife is pregnant and he goes out in the rain to get her some soup; Steve's husband is ill, so he does the same. They both reach the soup aisle at different ends.

We fade out – we don't need to see them meeting to know that they will.

Voiceover:

The world makes us different. It's what makes us the same that's truly unique.

Campbell's – We all soup.