

# Campbell's®

## Case Study

### BACKGROUND

The Campbell's challenge for NewsLifeMedia:

- To generate interest and excitement for soups during Winter
- To get grocery buyers to purchase more Campbell's soup
- Deliver incremental reach

Campbell's brand positioning:

- Campbell's is the soup expert and market leader
- Campbell's has the expertise to offer delicious soups made from real ingredients

Our role was to increase the appeal of soups this winter and amplify the message that Campbell's are the soup experts across NLM's print and digital platforms.

### RESULTS

**912,000**  
soup recipes printed out from the site in May featuring Campbell's real stock in the instructions and ingredients.

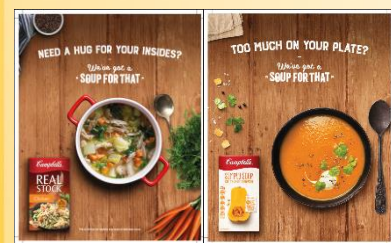


### RESULTS



Campaign drove WOM

- Talkability score of 48% amongst exposed respondents (Excellent = 39%+)



Delivered talkability for both category and brand

- 46% of exposed respondents said the ads increased their interest in talking to people about soups/stocks
- 43% said it increased their interest in talking to people about Campbell's



The campaign had cut-through

- The campaign performed 'excellent' on:
- Relevance 38% (excellent range: 30%+)
  - Novelty 39% (excellent range = 33%+)
  - Emotional response 32% (Excellent range = 31%+)



Generated category interest and purchase intent

Amongst exposed respondents, the campaign increased interest in:

- Buying soup/stock (83%)
- Making soup this winter (79%)
- Buying Campbell's soup/stock (77%)



Online video drives product advocacy

- Respondents exposed to the video's were directionally more likely to talk about the brand than the category (88% vs. 79%\*)