



Move Over Turkey, Campbell's Celebrates and Owns Sides Season

Gold | Effie United States | Commerce & Shopper: Seasonal/Event | 2024

Brand/Client: **Campbell's Condensed Soup/ Campbell Soup Company - US Meals
& Beverages**

Lead Agencies: **Leo Burnett Chicago, MSL Groupe**

Contributing Companies: **Spark Foundry, Mars**

EXECUTIVE SUMMARY

Holidays are a crucial time of year for Campbell's, accounting for 42% of annual sales of its meal-starting soups. Historically, Green Bean Casserole, made with Campbell's Cream of Mushroom, was served in 20 million households, but shifting tastes threatened its standing.

To satisfy evolving palates and reverse Holiday sales declines, we'd need to go beyond Green Bean Casserole and inspire more side dishes, with Campbell's.

Learning people *actually* prefer sides over turkey, Campbell's created a movement to celebrate "Sides Season" and add more to the holiday table, resulting in **the highest Holiday sales consumption in five years. Happy Sides Season!**

THE CHALLENGE

Reverse declining Holiday sales by taking Campbell's Soup from a one-dish wonder to the ultimate authority on side dishes.

THE INSIGHT

Americans may think turkey is the main event at Thanksgiving, **but side dishes are the real star.**

THE STRATEGIC IDEA/BUILD

Feed the love of side dishes - Inspire people to make more Campbell's side dishes beyond iconic Green Bean Casserole

BRINGING THE IDEA TO LIFE

Introduce "Sides Season" - A celebration of America's love of holiday side dishes - made best with Campbell's Soup.

THE RESULTS

Campbell's got more side dishes on the table during holiday season - **driving the highest sales consumption in 5 years.**

THE CHALLENGE

STATE OF THE MARKETPLACE & BRAND'S BUSINESS

Competing in a must-win holiday season

Campbell's has long been a holiday cooking staple, thanks to a beloved and iconic classic: Green Bean Casserole. GBC, for short.

Created by Campbell's test kitchen in 1955, GBC, made with Cream of Mushroom Soup, traditionally makes its way onto over 20 million tables annually. For nearly 70 years, Americans have made it sure it was on the menu every Thanksgiving. These Campbell's fans - made up, largely, of Baby Boomers and Gen X'ers - find comfort and nostalgia in the classic dish.

Because of GBC, Campbell's sees approximately **42%** of annual sales of soup for cooking, during the 8 weeks surrounding the Holidays (Nov-Dec).^[1]

Winning the year depends on winning the holidays. One dish, one SKU, one retail drive period, that's a lot of pressure for a casserole. But it largely performs year after year, helping Campbell's to hold on to the #1 spot in soup.^[2]

Going into 2022, though, we faced multiple challenges that threatened Campbell's Holiday standing.

The Campbell's Core continued to age and was buying less soup^[7]. Also pressing, the next generation - Millennial cooks - had little emotional attachment to the brand^[2], lacking an understanding of all it could bring to the Holiday table. Holiday sales were down **-4.6%** in 2021^[1], and without a rebound, Campbell's was at risk of falling off grocery lists across generations.

Getting back on the Holiday table in 2022

In 2022, Holiday celebrations looked like they'd resemble their pre-pandemic form. People were excited to gather and connect with friends and family again.^[3] To win this critical Holiday year, we needed to remind Core consumers to keep making GBC with Cream of Mushroom, while also ensuring we appealed to the next generation - Millennials, a group with the power to help Campbell's achieve long-lasting success.

But Millennial cooks, taking over more Holiday preparation, wanted culinary exploration beyond traditional casserole sides.^[4] They preferred unique, interesting dishes and twists on classics with trending ingredients, made to impress.

To attract Millennials, we needed to transform from a one-recipe wonder to a holiday cooking essential and cement the idea that the holiday table was incomplete without Campbell's side dishes.

Getting people to cook with our brand beyond signature GBC would ensure growth during a rapidly evolving holiday landscape.

Our challenge was clear - Get people to make one more side dish with Campbell's this holiday season.

Business Objective #1

Reverse sales declines vs. YA for Campbell's Condensed Soup during the 8 week Holiday drive period from Nov 1st - Dec 31st.
Rationale: The timeframe is a must-win for Campbell's Soup, a season that accounts for 42% of "cooking soup" sales. [2] When we saw a -4.6% decline in sales in Holiday 2021, we knew we had to turn it around during the 2022 Holiday drive period. To alleviate pressure off our core SKU Cream of Mushroom, we also sought out to increase sales of SKUs - Campbell Cream of Chicken and Cheddar Cheese during the Holiday drive period.
Measurement: IRI Sales Data - Campbell's Cooking Soups - 8WK Holiday Data (11/1/22- 12/31/22).

Marketing Objective #1

Drive brand favorability, purchase intent and positively shift brand attributes of Campbell's with Millennial cooks via relatable influencer voices
Rationale: To grow during the Holidays, we would need to recruit the next generation of cooks, Millennials, and give them inspiration to create side dishes with Campbell's. These cooks either don't know how or why they should use Campbell's for Holiday cooking. They also have a perception that the brand does not fit their cooking preferences. We look to drive shifts of brand attributes against key barriers and drive lifts in favorability & purchase intent.
Measurement: Rhythm Influence Brand Lift Study

Marketing Objective #2

Drive incremental sales at Walmart through the media to shelf program partnership.
Rationale: To highlight that the brand was inspiring consumers to make more side dishes, we needed to show how our recipe content was driving incremental sales at key retailer Walmart. We leveraged video, influencer and recipes content to drive

sales.
Measurement: Walmart Connect Sales Lift Study

Activity Objective #1

Get the press to talk about Campbell's owning Sides Season - with a goal of generating 1 billion impressions of earned media.
Rationale: For Campbell's, a 125-year-old legacy brand, to truly be seen in a new light and ultimately get back on Holiday grocery lists, we would need to get it back on the radar and earn as much cultural cache as possible. Making Sides Season a media event, one that could spread across the season, would reignite some of Campbell's cultural heat and make it mean something more to younger consumers.
Measurement: Earned impressions.

Sources

1. IRI Sales Data - Campbell's Cooking Soups - 8WK Holiday Data (11/1/22- 12/31/22)
2. Ipsos - Campbell's Soup BHT Report Wave 2 2021
3. Thanksgiving dynamics - Ipsos, *Thanksgiving Omnibus ielded Nov. 2021*
4. Millennials dynamics - Statista *Global Consumer Survey, 10-25-11/2/2021, 1,042 Us residents (18-89yo)*
5. IRI Sales Data - 8WK Holiday Data_w PLCGeography: Total US - Multi Outlet (November 1st - December 31st)
6. Ipsos Custom Survey - Campbell's Condensed Barriers Study (April 2022)
7. IRI Panel Total Muti Outlet report - Feb 2021

INSIGHTS & STRATEGY

AUDIENCE

Appealing to all sides of the table

Campbell's had been a holiday cooking star for generations, but if it was going to continue to shine, it would need to show up for and inspire two groups:

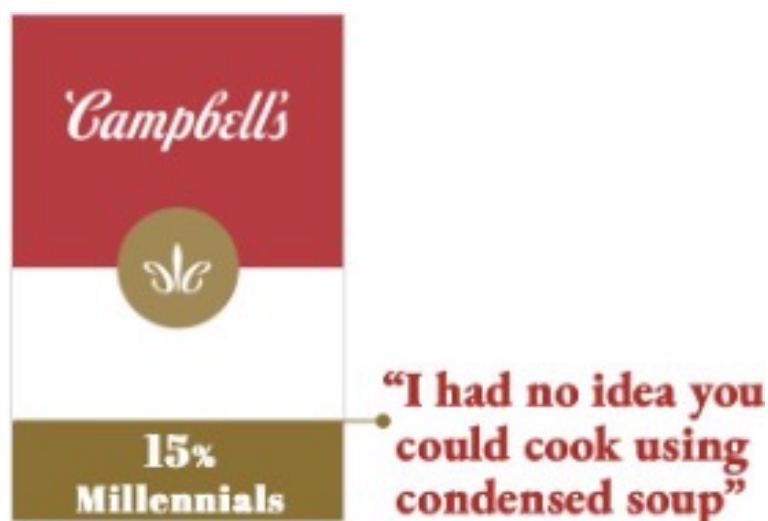
- (1) The Campbell's Core, loyalists who make Green Bean Casserole, with Campbell's, every year; and
- (2) Millennial cooks, eager to break the mold with new recipes - and who are less frequent Campbell's users.

At the head of the holiday table sits the Core - mainly Baby Boomers and Gen-X'ers who have long relied on Campbell's to make their holiday meals special.^[1] These are folks that embody all things tradition. **56%** of them, in fact, make the exact same dishes, the exact same way...every...holiday season.^[2] That menu includes a beloved stand-by: the GBC, made with Campbell's.

Making sure the Core serves up GBC every Turkey Day is imperative, as they represent **83%** of dollar volume during this time frame. ^[3]

Graduating from the kids table and joining the Core at the main one: a new batch of Millennial cooks, many of whom were taking on a bulk of the holiday cooking and hosting responsibilities for the first time. Those responsibilities extended beyond one meal, with many cooking for multiple Thanksgiving and Friendsgiving celebrations. ^[5]

While their older family members are staunch side-dish traditionalists, these Millennial cooks are looking to spread their culinary wings - open to innovative Holiday meal options and experimentation with new flavors and textures.^[2] Because of this desire to bring more variety, getting on Millennial cooks' tables was going to be a battle. Sure, some of them knew Campbell's as an ingredient in Aunt Susan's Green Bean Casserole but some didn't know it at all. ^[4]



The stakes were high. Getting beyond GBC and bridging the generational gap

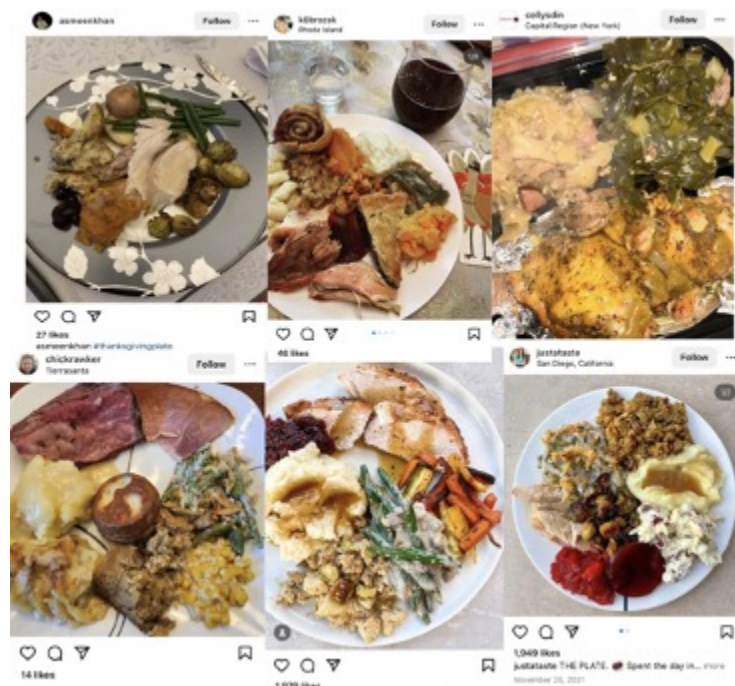
was going to be tough.

THE INSIGHT

Thanksgiving is a full day. We connect with loved ones, share stories, watch football and festive parades...but, really, we're only concerned about one thing: THE FOOD.

If we were going to get the attention of two groups, with different Holiday tastes, and get Campbell's cans in hands, we knew we had to tap into what united them - food. To dig deeper on Thanksgiving conversation and understand where Campbell's could find a foothold, we used a mix of trend data, social listening and tapped into holiday press coverage.

The evidence was all there - people not only loved food but wanted to show it off. 54% of young people agreed they'd definitely post a Thanksgiving dinner picture on social media [5]



And while turkey is synonymous with Thanksgiving, as we dug deeper into the photos and conversation around the food itself, it tilted heavily towards side dishes...people really loved the sides. It's all they talked about. [6]



We lived in a culture that glorified turkey. Every year, turkey was The MAIN EVENT. The thing we focus on seasoning and cooking, just right, for hours. But do people actually love it?

To us, it felt clear: people prefer the sides over turkey.

To be sure, we set out to prove it, embarking on an extensive nationwide research survey to uncover the hidden truth about side dishes. In partnership with research company OnePoll, our State of the Sides report explored America's Thanksgiving culinary traditions - from trending flavors to settling the debate about what reigns supreme: the turkey or the sides. The report was a one-stop shop for all things Holiday. The results were overwhelming. [7]

66% of people prefer side dishes to the main entrée.

The Insight - Americans think turkey is the main event at Thanksgiving, but side dishes are the real star. The love of sides is a shared, national unifier.

THE STRATEGIC IDEA/BUILD

Naming the REAL reason for the Season

Armed with an unspoken, yet universal truth about the Holidays - sides are the stars! - we needed to find a way to translate it into a campaign that would break through the massive amount of holiday chatter and help get people thinking about, and making more sides, with Campbell's as celebrations neared.

How could Campbell's Soup inspire American families to include Campbell's in their Holiday side dish creations, while appealing to both tradition-centric consumers and culinary innovation-seeking Millennials?

In a creative platform, we knew we needed a simple, bold and unapologetic point of view on what everyone should really be celebrating – our collective love of sides. To give side dishes the shine they deserved and rally consumers, we greeted them with one key phrase all season long **Happy Sides Season!**



Sources

1. IRI Panel Data 52 w/e Feb 2022
2. Ipsos, *Thanksgiving Omnibus* ielded Nov. 2021
3. IRI Panel Data 52 w/e Feb 2022
4. Ipsos Custom Survey - Campbell's Condensed Barriers Study (April 2022)
5. *Ypulse Survey Data, Thanksgiving Plans, US Residents, 1000, 13-29yo, Aug. 2021*
6. Social and search data from September 2021 to August 2022 - Brandwatch, TikTok, Instagram, Google Trends, SimilarWeb)
7. State of the Sides Report - Campbell's x OnePoll (ielded August 19 and August 30, 2022)

BRINGING THE IDEA TO LIFE

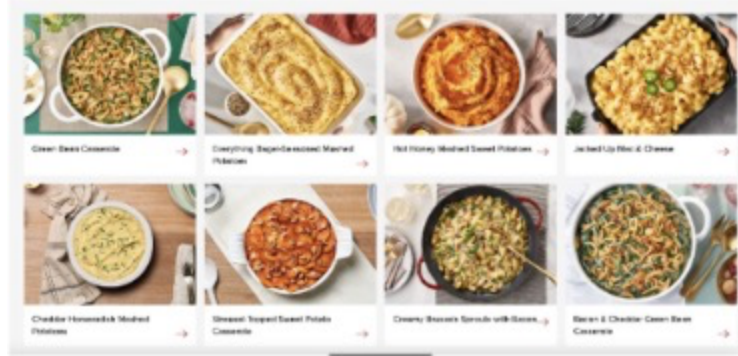
KEY ELEMENTS

In order to create a movement that gave side dishes their rightful shine, we knew we needed to:

- 1. Elevate side dishes to star status and establish Campbell’s authority on Holiday sides.** To do so, we dropped the State of the Sides report, proving that sides are actually the star. Picked up by food and mass media outlets alike, the report broke through cluttered, stereotypical Holiday conversation and made a bold statement around the real reason to celebrate.



- 2. Deliver a series of culturally-relevant, delicious and modern sides** that would inspire consumers across generations to make one more side with Campbell’s during the season. Working with Campbell’s kitchens, and leveraging findings from the State of the Sides report, we developed an array of dishes made with our key secondary SKUs - Cream of Chicken and Cheddar Cheese. To cater to GBC lovers, we developed new and interesting versions of our classic recipe as well as dishes leveraging the star ingredient of GBC - Cream of Mushroom.



3. Launch a cross-channel Holiday campaign rooted in celebrating a love of sides, with a goal of creating buzz and getting more sides on more tables made with Campbell's Soup.

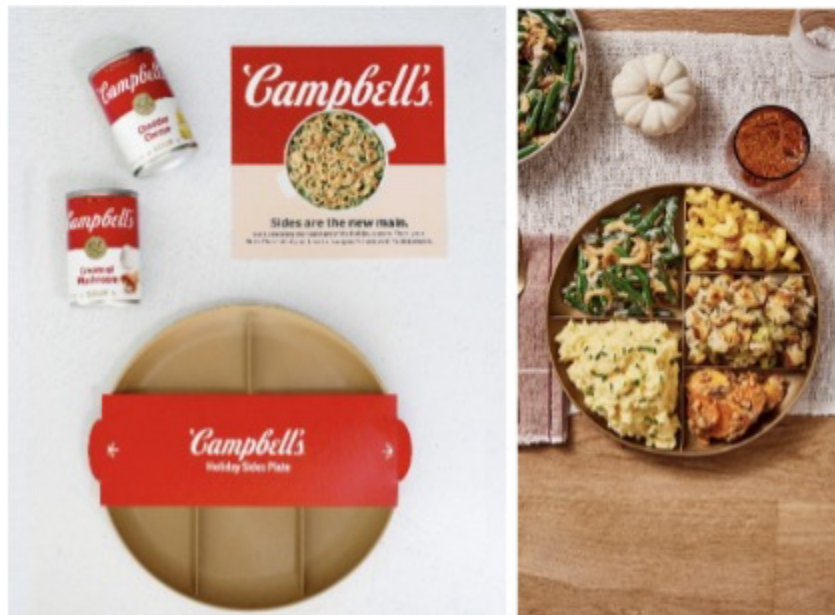


KEY BUILDING BLOCKS

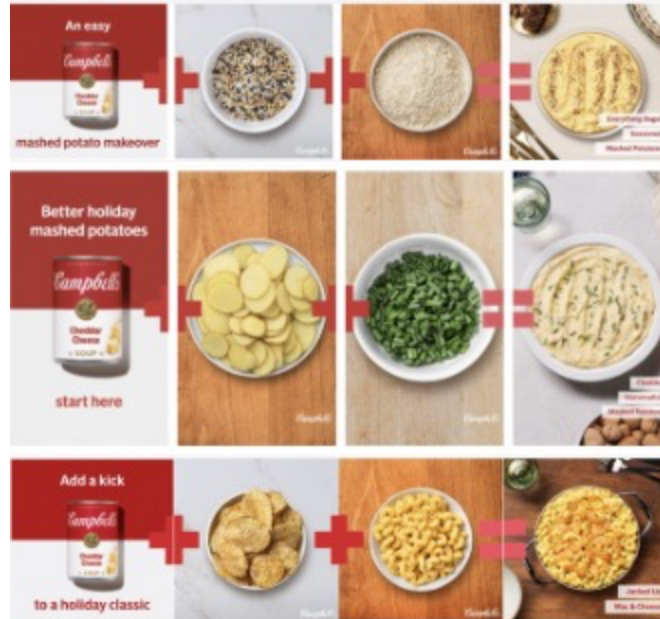
To celebrate our collective love of side dishes, **we released an anthem video called *Side by Side***, showcasing a variety of families passing delicious Campbell's side dishes, including the iconic GBC, around a never-ending Holiday dinner table. Amplified through various premium video environments, and in social media, the video spread the Campbell's point of view on how to celebrate the season, while highlighting the many stellar sides its products create.



Inspired by a key stat in our survey – **“73% of Americans complain about running out of space on their plate for all their sides”**[1] – we gave side dish lovers what they craved: a limited-edition plate, built to hold several Thanksgiving sides. Instead of leaving room for tired turkey or bland ham, this plate was devoted to the sides, featuring five compartments for your favorites. **The first-ever Campbell’s Sides Plate** offered consumers the room to showcase all of their creations and indulge at Thanksgiving dinner, creating extra demand and buzz.



To keep feeding the craving for sides and to inspire people to make side dishes worth celebrating, with Campbell’s, we released a **suite of shoppable video assets and recipe content**. To push our GBC+1 strategy – to get people to keep making Green Bean Casserole plus one more side dish – we shared recipes with our secondary SKUs Cheddar Cheese and Cream of Chicken Soup targeted at Millennials and GBC loyalists alike.



To keep spreading the love, we tapped **influencers and celebrities, teamed up with Hallmark and launched a media-to-shelf program with Walmart**, each helping to engage consumers in new ways and contemporize Campbell's sides.

STRATEGY

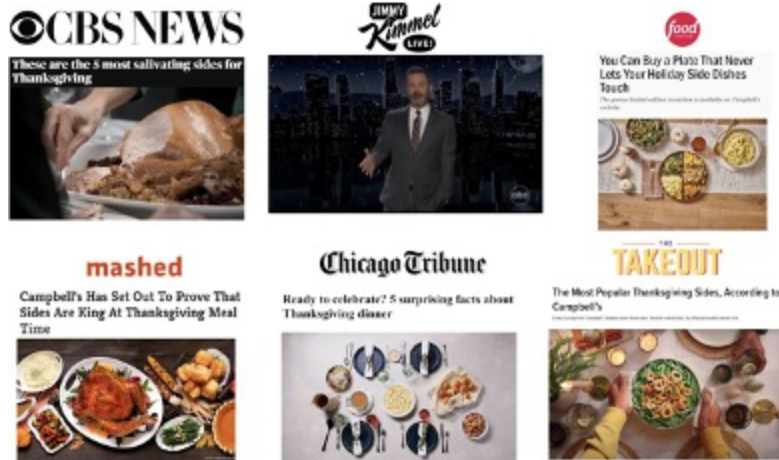
First, we needed to seed the season

We knew that consumers were going to be searching and gathering their Thanksgiving side dish recipes as early as the day after Halloween. And Campbell's had to be there.

Pinterest and SEM placements helped us reach shoppers through keyword /category targeting. While they were searching for side dish inspiration, we showed up with our expanded recipe strategy.

Next, we needed to spark the celebration

The State of the Sides Report gave Campbell's an entry point into Holiday conversation and a way to pique the curiosity of sides-hungry consumers, sharing what dishes Americans were serving most often.



A direct-to-consumer Sides Plate sparked more intrigue supporting a good cause, with all proceeds going to Feeding America. Influencers showed off their sides and drove followers to purchase. The plates sold out in two hours, and the restock sold out in 24 hours.



A robust premium video buy across a touchpoints (Linear, FEP, OTT, customized OLV) spread different versions of our Side by Side videos, surrounding popular entertainment and cooking content. This contextual push helped further ignite our POV that sides are the real Holiday star.

Finally, we had to inspire stellar sides all season

Boosted social recipe content on Pinterest, Facebook and Instagram showed the breadth of Campbell’s Holiday sides and drove appetite appeal.

Side-loving Influencers, including Tyra Banks, developed recipe videos and pushed them out across social, engaging their active social audiences and inspiring them to create sides with Campbell's. A TikTok duet challenge - *Battle of the Sides* - gave consumers a platform to share their favorite sides and turbocharged Side Season engagement.



Programmatic retailer Display & OLV delivered Side Season recipe inspiration and drove consumers to add recipe ingredients, including Campbell's products, to cart. This tactic was focused on surrounding core retailers Walmart and Kroger, where Campbell's audiences were shopping.

A media-to-shelf program leveraged Hallmark's canon of holiday hits, attaching All Recipes content around it and ultimately driving consumers to Walmart, online and in-store, so they could pick up the Campbell's product they'd need to start creating the dish they saw. This partnership included:

- Product placement in holiday movies
- Sides dish custom content vignettes with talent from Hallmark holiday movies
- Recipe amplification on All Recipes outlets

A Hub for the Holidays

Capturing all the heat around sides - sidesseason.com, a website dedicated to celebrating Sides Season, becoming the hub of our branded experience.

Sources

1. State of the Sides Report - Campbell's x OnePoll (ielded August 19 and August 30, 2022)

RESULTS

RESULTS OVERVIEW

How did we reverse Campbell's declining sales in the most important drive period of the year? We uncovered a powerful and universal insight around the Holiday table, people love side dishes more than the main entree. Armed with this data, we developed a variety of modern, delicious and culturally relevant dishes, elevated by our 3 core soup SKUs and created a movement that fed our collective love of side dishes. Amplified by a cross-channel campaign "Sides Season" that got Holiday cooks and guests alike, talking and making side dishes.

The result?

- We drove a 9% increase in sales YOY
- Got more Campbell's side dishes on the table - driving increases in sales of a new set of SKUs - Cheddar Cheese and Cream of Chicken while increase sales of our #1 SKU Cream of Mushroom
- Drove a shift in consideration and purchase intent with a new Generation of Millennial cooks
- Gained incremental sales at our #1 retailer - Walmart

Happy Sides Season!

Business Objective #1

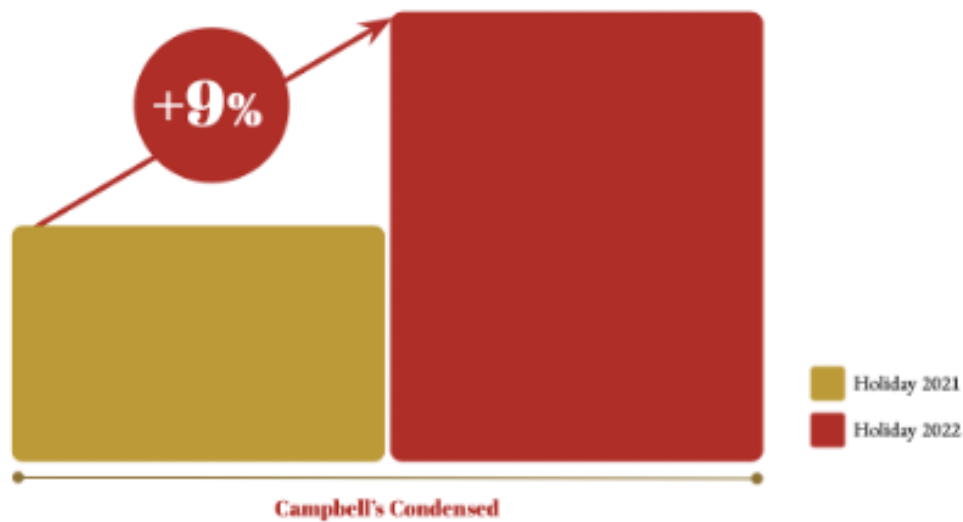
Reverse sales declines vs. YA for Campbell's Condensed Soup during the 8 week Holiday drive period from Nov 1st - Dec 31st.

Result: Campbell's Condensed sales increased 9% vs. Holiday timeframe year ago. Campbell's increased sales of all 3 SKUs. This gave Campbell's the highest Holiday sales consumption in five years

Context: Sides Season helped reverse Holiday sales declines during Holiday 2022 increasing sales 9% year over year. We also succeeded in inspiring consumers to make a second side dish with Campbell's using another SKU. Both focus SKU's (Cream of Chicken and Cheddar Cheese) grew sales while continuing to grow sales of the core SKU Cream of Mushroom (used to make Green Bean Casserole).

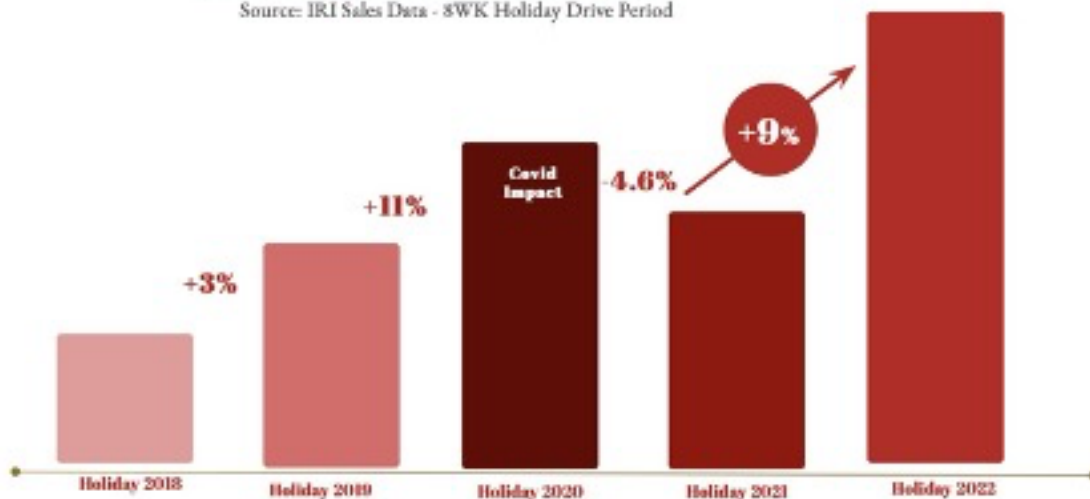
Campbell's Sides Season reverses sales decline during Holiday 2022

Source: IRI Sales Data - 8WK Holiday Drive Period



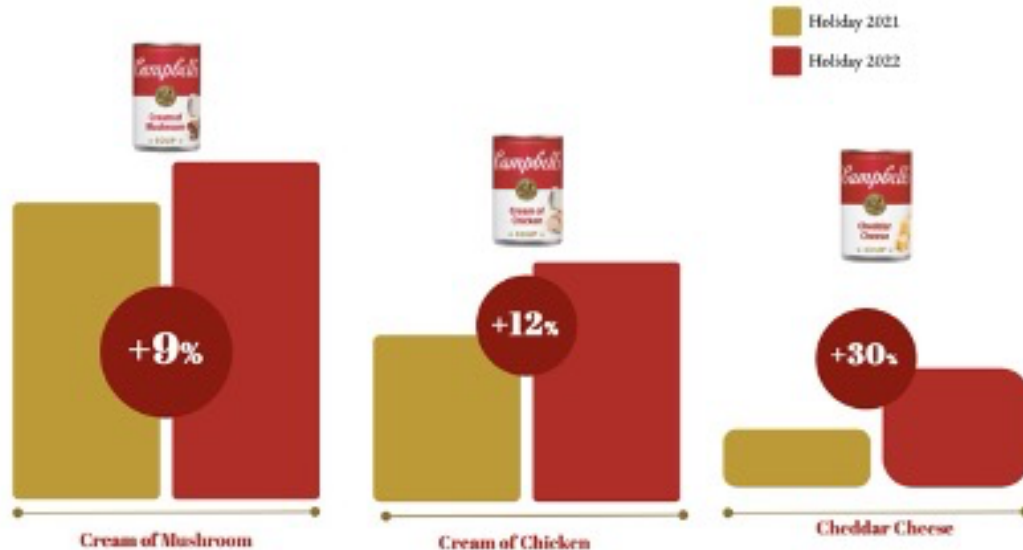
Sides Season drove Campbell's highest holidays sale consumption in the last 5 years!

Source: IRI Sales Data - 8WK Holiday Drive Period



Campbell's gets more side dishes on the table with all 3-SKUs!

Source: IRI Sales Data - 8WK Holiday Drive Period by SKU



Marketing Objective #1

Drive brand favorability, purchase intent and positively shift brand attributes of Campbell's with Millennial cooks via relatable influencer voices

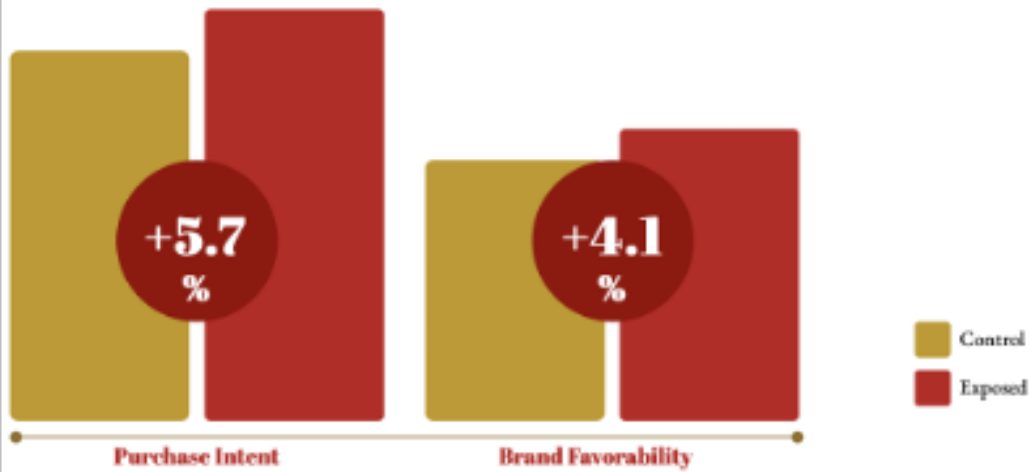
Result: The brand was able to drive a 5.7% lift in Purchase intent and a 4.1% increase in brand favorability along with positively shifting brand attributes above norms with Millennials.

Context: We developed an influencer program featuring 8 Millennial influencers sharing side dish recipe content with Campbell soup as a core ingredients in conjunction with Rhythm One. This was a control vs. exposed methodology and the benchmark was 2.00%. With Millennial cooks, Campbell's drove increased favorability, purchase intent and achieved positive shifts in key attributes:

- association with sides
- easy to use
- shortcut to better
- delicious and texture
- rich and creamy.

Campbell's Sides Season builds a connection with Millennial cooks through trusted influencers

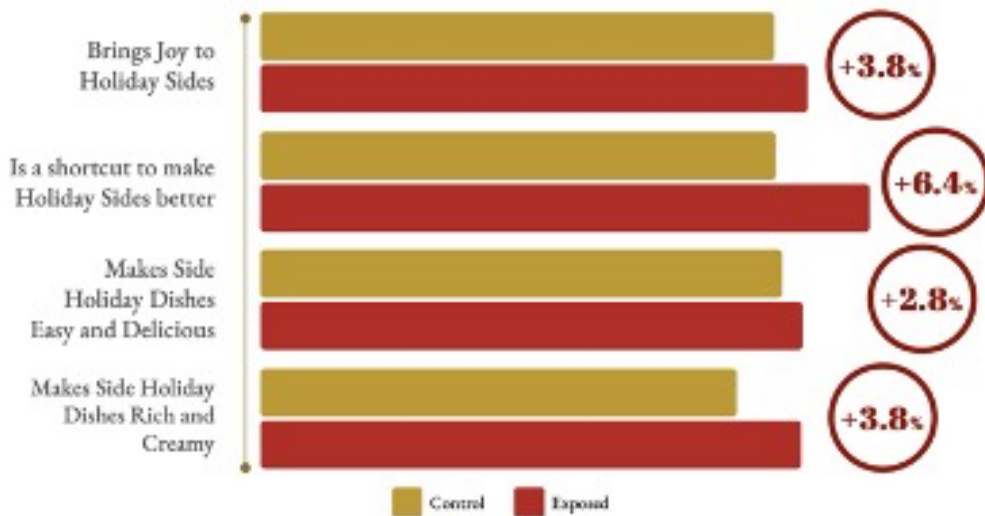
Source: Rhythm One Brand Lift Study: Holiday 2022



Campbell's Sides Season helps shift Millennial product perceptions

Source: Rhythm One Brand Lift Study: Holiday 2022

Rhythm One Lift Benchmark 2.00%

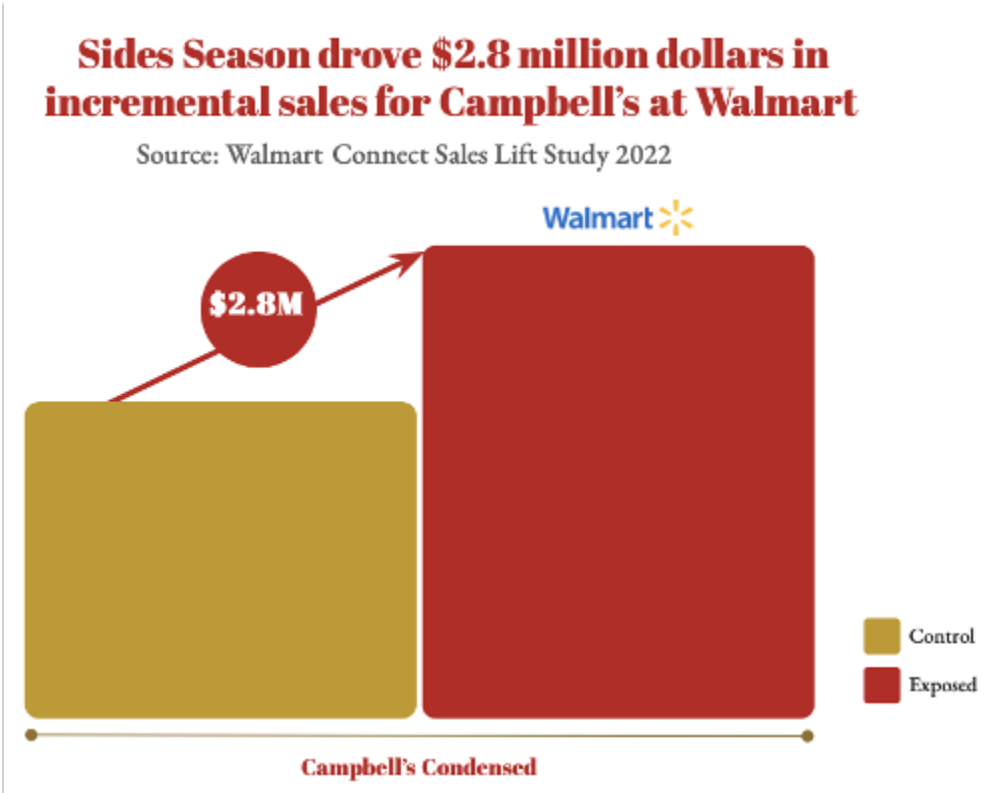


Marketing Objective #2

Drive incremental sales at Walmart through the media to shelf program partnership.

Result: Campbell's Condensed drove \$2.8M in incremental sales attributable to the Holiday advertising campaign.

Context: The sales study was based on a test vs. control group methodology. In addition to incremental sales, Campbell's condensed soup saw 17.84% sales lift and \$3.93 in incremental ROI. Of those, 40% were new or lapsed buyers (past 12 mos.)



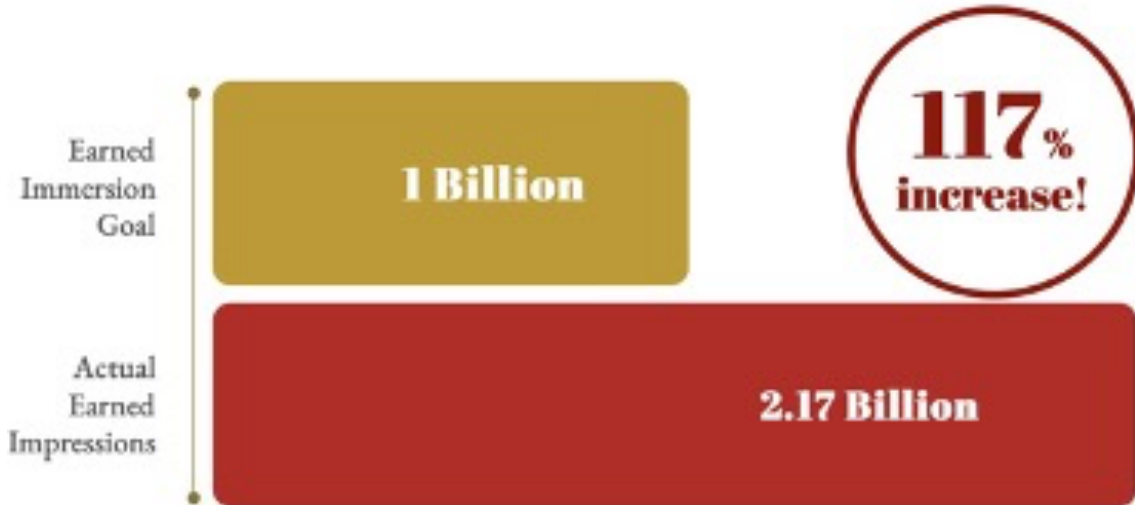
Activity Objective #1

Get the press to talk about Campbell's owning Sides Season - with a goal of generating 1 billion impressions of earned media.

Result: Campbell's received 1,795 earned media placements for a total of 2.17 Billion impressions - over double our goal!

Context: Campbell's received 1,795 earned media placements for a total of 2.17 Billion impressions - over double our goal!

Campbell's drove buzz and conversation of Sides, doubling the earned impression goal



Source: MSI, Tech Stack - Brandwatch, Brandwatch, TikTok, Instagram, Google Trends, SimilarWeb

ADDITIONAL RESULTS

N/A

OTHER CONTRIBUTING FACTORS

N/A

INVESTMENT OVERVIEW

PAID MEDIA EXPENDITURE (CURRENT YEAR/TIME PERIOD)

\$10-20 Million

PAID MEDIA EXPENDITURE (PRIOR YEAR/TIME PERIOD)

\$10-20 Million

COMPARED TO COMPETITORS IN THIS CATEGORY, THIS BUDGET IS

More

COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THIS YEAR'S BUDGET IS

About the same

Holiday is the season for Campbell's and a priority.

Focused on having Campbell's seen as the authority for "Sides Season". Announced "Sides Season" by dropping a State of the Sides report circulated through publications and shows like "Jimmy Kimmel Live". Amplified excitement through video & social. Drove modern inspiration by sharing the joy of sides with influencers who demonstrated their own diversified variations. Driving to owned platforms in order to get more "sides season" content including recipes of the latest and greatest holiday sides.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

\$1-2 Million

R&W's non-working budget for Sides Season was used to cover the production of TV, Social along with talent rights. In addition, it covered all costs to create our Holiday Sides Plate.

OWNED MEDIA

Campbell's SidesSeason.com was the heart for our holiday content. It was used as our hub for purchasing the Holiday "Sides Plate," highlighted our classic and new holiday recipes and through our app extension brought in influencer and consumer content from social channels using our #sidesseason hashtag. On Campbell's Instagram, we featured our new holiday side recipes, influencer recipe content and promoted the Holiday "Sides Plate" directing people to our holiday Sides Recipe Collection.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

N/A

TOUCHPOINTS

- Digital Mktg. - Influencers
- Digital Mktg. - Programmatic Video Ads
- Digital Mktg. - Short Video (:15-3 min.)
- Digital Mktg. - Social: Paid
- Digital Mktg. - Video Ads
- TV
- Digital Mktg. - SEM
- Digital Mktg. - SEO
- Digital Mktg. - Social: Organic
- Public Relations
- Retail Experience: Digital
- Retail Experience: In Store

MAIN TOUCHPOINTS

1. Digital Mktg. - Video Ads
2. Digital Mktg. - Social: Paid
3. Digital Mktg. - Influencers

SOCIAL MEDIA PLATFORM

- Facebook
- Instagram
- Pinterest
- TikTok

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