

SOCIAL STARVATION PRESENTS

ADVANCED MARKETING STRATEGY

FOR CAMPBELLS SOUP

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MARKETING PROBLEM

Campbell's Red & White soup products sales are down due to the lack of consumer interest from the younger demographic

SITUATIONAL ANALYSIS

STRENGTHS:

- BRAND LOYALTY
- TOP OF MIND
- PENETRATION OF MULTIPLE MARKETS
- QUICK NATURE OF PRODUCTS
- VERSATILITY OF PRODUCTS
- IDENTIFIABLE BRANDING

OPPORTUNITIES:

- SOCIAL MEDIA INTEGRATION
- NEW AUDIENCE APPEAL
- INFLATION

CUSTOMERS:

- TARGET AUDIENCE: MILLENIAL FAMILIES AGED 25-40.
- BASE THEIR PURCHASING HABITS ON BUDGETING, BRANDING, ENVIRONMENTAL IMPACT, AND HEALTHY INGREDIENTS.

WEAKNESSES:

- LACK OF INNOVATION
- INABILITY TO CONNECT WITH YOUNGER AUDIENCES
- INCREASE IN PRICING
- LACK OF SOCIAL MEDIA PLAN

THREATS:

- MATURED AUDIENCES FAZING OUT.
- CUSTOMERS SWITCHING TO PRIVATE LABELS.
- NOT INCLUSIVE TO ALL EATING HABITS.

COMPETITION:

- WHITEWAVE FOODS, GENERAL MILLS INC., BLUE APRON, PEPPERIDGE FARM AND THE KRAFT HEINZ COMPANY.
- AMYS, GOYA, AND HEALTH VALLEY ORGANICS.

CAMPBELLS SOUP

OBJECTIVES

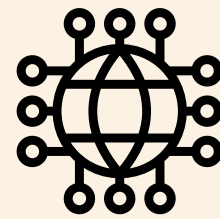
Increase sales for Campbells Red and White products 7% by November 2023

Increase repeat purchases by 6% in audiences aged 25-40 by the end of November 2023.



Campbell's

TOOLS



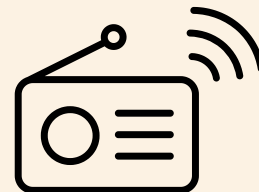
DIGITAL

- Millennials also spend the most time online: 7.5 hours per day



PROMOTION

- Events and a contest



OUT OF HOME

- Millennials spend 2+ hours a day on music streaming services.



EVENT

- 70% of millennial YouTube users watched videos in the past year to learn how to do something new or learn more about something they're interested in

Campbells **RED, WHITE & YOU**

EDUCATION

Encouraging cooking with Campbells Red & White products by aesthetically positioning healthy recipes by influencer Chefs and the impact they will have on your life. This will feature:

- 30-second reels to promote the product and inspire inspiration.
- Influencer-sponsored content to entice the target audience.
- Generating interest in Campbell's Red & White Products.

#REDWHITEANDYOU

Encouraging user-generated content with Campbells Red & White Products by integrating a hashtag strategy influencing users to participate in featured recipes, or recipes of their own with the products. There will be an incentive for use of the hashtag, being positioned in a competition.

- Encourage user-based content.
- Red, White & Redo Your Kitchen.
- Out of Home Media.



CONNECTION

Promoting connection within communities by displaying Campbells Red & White products to our target market, with live demo cooking, with Campbells Red & White.

- Event
- Modernization
- Connection

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**RED,
WHITE &
THANK
YOU!**