

Silver: New Product Launch

# Making a Meal: How Campbell's Soupfulls Flew off the Shelves.

**HOW ADVERTISING BY YOUNG EURO RSCG PLAYED AN INTEGRAL ROLE IN ONE OF THE MOST SUCCESSFUL PRODUCT LAUNCHES IN THE HISTORY OF CAMPBELL'S.**

There are probably only 3 scenarios that result in an advertising campaign being pulled. 1) It's offensive 2) It doesn't work or 3) It works, too well

What greater proof of whether an advertising campaign has worked or not but the immediate request to pull all activity. Due to unparalleled demand in the space of 2 months Campbell's Soupfulls had become a marketing phenomenon.

The story of Soupfulls is all about how an advertising campaign played an integral role in one of the most successful product launches in the history of Campbell's.

## ROUTE TO SUCCESS

By the end of September 2005 Soupfulls was in a distribution build phase and had sold only 12k cases. Once Advertising commenced at the start of October 110k cases were sold in October and November alone and 130k by December. Retailers were forced to double space in store following Christmas and all retailers maintain that it had become their most successful product launch in the last 5 years.

When one thinks that within 4 months of launch Soupfulls had already surpassed the forecasted annual plan and two months later had sold over one million units of the product, turning a static grocery segment into one with 30% growth, it becomes very clear just how meteoric this brands rise to the top has been.

'The unprecedented success of our Soupfulls launch, while in part due to promotion, was primarily driven by our advertising campaign. The unique product benefits were clearly communicated in a highly motivating campaign, which drove product trial way beyond our expectations during its first airing. The very fact that when we advertised the product it flew off the shelves almost instantaneously, was no coincidence. No amount of stock forecasting could have prepared us for the consumer reaction which followed

this campaign'. **John Rooney - General Manager Campbell Soup Ireland**

## THE PRODUCT

As its name implies, Soupfulls is more than just a soup. It's a convenient food solution, created to cater for the demanding lifestyles prevalent throughout most modern societies today.

It was created to serve not just as a gap filler but something more substantial, hence the line 'Soupfulls eats like a meal'. Soupfulls removed any sense of compromise when it comes to quality, taste or satisfaction.

## THE CATEGORY

Soupfulls competes within the Wet Ambient, including canned and pouch, market. A category which before Soupfulls entry was in a decline of 5% per annum.

Ireland and the UK were chosen as test markets for the its launch. Having successfully launched Cup-A-Soup into the Irish market 3 years previously, Campbell Soups Ireland (CSI) seemed the obvious choice to take on such an ambitious and innovative product initiative.

## MARKETING OBJECTIVES

Raise awareness and drive sales from a standing start to 130,000 cases within 12 months. Stimulate trial of product leading to repeat purchase.

## THE TASK

The advertising challenge was slightly more intricate in this instance. A mandate in the launch brief was that our commercial would also have to have dual usage potential i.e. it could work seamlessly in the UK Market as it would in the Irish. A clients dream but for an agency, a difficult task.

Especially in light of research from the UK that indicated that the product appeal as far as the UK were concerned was more suited to a 'Pot Noodle' audience, diametrically opposed to

what we felt in Ireland.

Due to this dual usage mandate, the commercial would not only have to pass the link test in Ireland but also the UK link test norms.

The Soupfulls commercial scored exceptionally high on the Persuasion Index, a key indicator for future advertising success.

## RESEARCH

During 2004 research was carried out in the UK (Research craft) to ascertain what potential a product of this nature would serve, and which audience would prove to give more return on investment.

On receipt of the findings it became quite clear that there was a difference of opinion as to what we felt the product role fulfilled and who it should be targeted at.

However, on further interrogation of the research from a planning perspective, we discovered a fact which we felt would hold the key to unlocking the products potential.

The product seemed to uniquely satisfy different needs from both the male and female perspectives i.e. It had the ability to appeal to females as there was 'a distinct lack of negatives' e.g. 'No artificial flavourings, colourings, preservatives and still tasted delicious'. While the males simply liked the convenience aspect and the fact that 'it filled them up' satiation tends to be a consistent functional requirement for men.

Once uncovering this unique finding, it became very clear as to how we should look to communicate and launch Soupfulls, making sure to highlight these unique benefits.

Our only problem now lay in the fact that the UK seemed to have a very

Men (Satiation)	Women (No Negatives)
'Satisfies hunger'	'No added MSG'
'Big pieces of real food'	'Low calorie'
'Fills you up'	'No added colours'
'Substantial soup'	'No preservatives'
'Easy to prepare'	'Interesting flavours'

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different take on this research and this product, feeling it was more suited at a 'Pot noodle' audience and as a result, more laddish. This we felt failed to take advantage of the true USP of the product and would not work within the Irish market. Luckily enough in this respect Campbell's Soups Ireland also felt this way.

#### KEY TRIAL LEARNING

Research had also told us that the product did exceptionally well on taste trials i.e. High percentage of trialists who tasted the product claimed future intention to purchase.

This learning also heavily influenced our decision to include within our advertising brief the necessity to 'create a certain appetite among our audience' i.e. Ensure that our TV commercial had significant product 'hero' and 'desirability appeal' shots.

#### THE INSIGHT FROM OUR RESEARCH FINDING...

'Men are from Mars and Women are from Venus when it comes to eating the same food'.

#### THE STRATEGIC SOLUTION

While the product name 'Soupfuls' guaranteed greater comprehension of the main product benefit (Soup that eats like a meal), a must with a product launch, we had to ensure that our communications held equal appeal for the female franchise and did not dissuade them from consideration.

The 'Soupfuls' brand name seen or heard in isolation could be deemed to play more into the male learning (satiation) than the female (absence of negatives). This had a natural bearing on our creative executions, ensuring that we allocated sufficient scenarios that would appeal to both sexes while reflecting these unique product attributes.

#### THE MEDIA STRATEGY

Our media strategy had to include both the trade and consumer markets. The first to drive interest within the outlets that would eventually stock the product and the latter to create demand in the consumer market.

As our insight was very gender specific, this allowed us to use media in quite a selective and tailored way.

Given that within our media strategy television spearheaded our activity, targeting became the focus. Programming and audience selection were key to the success of the campaign ensuring that both the male and female audience were catered for.

This was supported by extensive 6-sheet outdoor activity designed specifically to drive brand awareness rather than target specific genders as the TV was designed to do.

#### RESULTS

In a Category worth €15 million, Soupfuls from a standing start, has achieved 20% market share within only 11 months. Valuing their share at €3million and with a media spend of only €340,000, a return on advertising investment of 9:1.

One has to also remember that the grocery market was only growing at a 4% rate.

The Wet ambient category was in fact in a 5% decline at the time, it is now growing at 40%, of which Soupfuls accounts for nearly 20% of total market and 60% of Pouch sector.

Within 6 weeks of our activity, Unilever launched a similar product with an extremely heavy weight campaign. The product was called Knorr 'Special Recipe'. Soupfuls has still managed to remain more than double its size.

Soupfuls is the only product from Ireland to be nominated in 2006 for the prestigious Sial (Salon International de L'Alimentation) D'or Award. An international judges' panel of 27 journalists from trade magazines select the products based on a survey of major distributors and on pre-defined criteria:

- the product must have been marketed after October 2004
- it must be a proven commercial success

In the wet ambient category the top four selling Stock Keeping Units (SKUs) are Soupfuls and our fifth SKU is number 6.

Soupfuls has become, within 11 months, the same size as the entire Campbell's condensed brand in Ireland.

Exceeding our primary marketing objective of 130,000 cases of Soupfuls sold, one month prior to deadline by almost 200% at 345,000 cases.

Meeting our second marketing objective with regard to trial and repeat. Soupfuls trial and repeat figures are at 42% after 11 months whereas the main competitor, Knorr Special Recipe, achieved only 25%. This is a significant achievement considering the Knorr media spend was double that of Campbell's at €680,000.

**N.B.** Although our TV commercial passed the required UK Link Test, achieving an extremely high PI score, Campbell's UK pulled out of the Soupfuls launch just prior to the Irish launch.

#### IN SUMMARY

Campbell's Soupfuls entered a declining market and within 11 months had reached 20% market share from a standing start. The immediate impact of the advertising campaign was evident, as within 4 months the annual target for the brand had been achieved. Even more astounding results were...

- The 9 to 1 return on advertising investment 42% trial and repeat for the brand.
- Retailers claiming that the launch of Campbell's Soupfuls was their most successful launch in 5 years.
- In the wet ambient category top four selling SKU's are Soupfuls and our fifth SKU is number six.
- Behind all this, there was also a delicate balance to be struck and measures to be hit between two very distinct markets, Ireland and the UK.
- This is a clear example of understanding a products unique selling point i.e. how it can appeal to both males and females in very different ways and translating this into a clear, relevant and engaging advertising campaign.