

# WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MEC USA  
CAMPBELL'S | RED CAMPAIGN

## HEALTHY HEARTS, HEALTHY SOUPS, HEALTHY SALES

We boosted sales of Campbell's Healthy Request soups through an association with the American Heart Association.

### THE CHALLENGE

Dietary concerns prompted Campbell's to reformulate and expand its line of low-salt Healthy Request soups. This range had obtained the American Heart Association (AHA) seal of approval, and each can carried the seal as part of the packaging. But sales performance showed that consumers remained sceptical. Our job was to devise a communication platform that would engage the audience and change consumer perceptions.

### OUR INSIGHT

The seal of approval concept had been so widely used that, in the eyes of consumers, it had lost its value. We felt that the AHA endorsement was still a strong asset for Campbell's and, to strengthen the connection, we needed to create an emotional bond between Campbell's and the AHA.

### OUR SOLUTION

Our campaign was centred on Go Red For Women, an AHA initiative to promote women's heart health. Centrepiece of the programme was a prime-time TV product integration on the hit show Deal or No Deal.

We commissioned a well-known designer to create a series of red dresses which were featured on a dedicated website, where women could select a dress and share stories about their heart health. The Campbell's dresses were worn by 26 models on the show. The on-air content featured the models discussing their heart problems and thanking Campbell's for support. The show's host invited viewers to visit the website to bid for the dresses after the show. The auction raised \$30 million for the AHA.

Lorraine Bracco, well-known for her role in The Sopranos, wore a Campbell's dress on a press tour where she discussed her own experience with heart disease. Lorraine also wore the dress at a Red Dress ceremony featuring First Lady Laura Bush.

### THE RESULTS

- Healthy Request Soup sales up 39%
- Household penetration up 26%