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EXECUTIVE SUMMARY

Campbell's Soup used a data-driven, real-time advertising campaign to boost customer demand for its trademark Chicken Noodle Soup. Campbell's, which had previously relied on print and television for wide brand positioning, resorted to radio to reach customers at optimal times: during cold weather and flu season, when soup cravings are at their peak. Rather than adhering to a set media calendar, Mediaedge:cia took a dynamic, market-responsive approach. Ads were placed within 24-48 hours of approaching cold fronts, hurricanes, or flu outbreaks to ensure information reached consumers in real time. In extreme situations, such as hurricanes, the agency used live radio broadcasters to relay messages immediately. This adaptive strategy was the first time Campbell's included hurricanes and flu epidemics in its media plans. The result was a series of hyper-targeted campaigns that increased sales and consumption while providing a high return on investment. Campbell's could have tried many other solutions like a Facebook campaign, In-store QR codes, and a grocery store partnership.

PROBLEM STATEMENT

Campbell's changed its strategy due to the need to improve consumer demand for their Chicken Noodle Soup in a changing market. While the brand was well-known and had a solid historical reputation, traditional advertising approaches (TV and print) were ineffective in increasing both purchase and consumption. As consumer habits changed, Campbell's required a more timely and relevant way to engage potential purchasers at the exact moments when they were likely to crave soup. In addition, factors such as weather and flu season, which significantly impact soup consumption, are unpredictable and vary by market. The issue was to match advertising efforts to these real-time consumption triggers.

ANALYSIS

Cambell's Soup relied on Mediaedge:cia (now Wavelength) to create a successful venture in the realm of Radio and Broadcast. However this did not translate to Television. So while they still saw success the campaign was limited from the start. The target was three distinct impacts; Cold Temperatures, Flu, and Hurricanes.

17 markets were targeted for increases in the Flu and including; Atlanta, Salt Lake City, Seattle, and Sacramento. 24 markets were targeted for their below freezing climates; cities such as Baltimore, Boston, Chicago, and Indianapolis from January of December of 2003.

It took a lot of timing to line up where these impacts would be occurring but that was the beauty of the script, it was a quick release (within 24-48 hours) and could be used whenever needed at a moments notice.

This campaign saw an increase of sales of 9% over the course of the full calendar year of 2003.

SWOT

Strength

Recognizability
Quality of Product
Trusted Brand

Weakness

Radio is too limited
Conditions need to be Perfect



Opportunities

Spread to TV
Online Expansion

Threats

Other Soup Companies
Other Items in the Grocery Store

TARGET AUDIENCE

- 27-48 years old
- Women with children
- Values easy to make meals
- Responsible for grocery shopping
- Lives in area that experiences weather advisories



ALTERNATIVE SOLUTIONS

1. Partnering with major online grocery retailer Instacart to market Campbell's soup in areas experiencing bad weather or flu season

Pros:

- Could offer discounts with this
- Real time targeting
- Convenient for customers

CPM : \$18

Audience Size: 14 million

Cons:

- Limited reach
- Dependent on retailers

2. Smart Home integration, Partnership with Amazons Alexa to Suggest Campbells Soup when customer request weather information, while the weather is cold, rainy, or in a flu season.

Pros:

- Contextual Relevance
- Personalized Experience

CPM : \$30

Audience Size: 500 million

Cons:

- Limited Reach
- Privacy Concerns.

ALTERNATIVE SOLUTIONS

3. Purchase ad space during or after ABC's programming of Grey's Anatomy

Pros:

- Strong emotional connection to the show's drama can cause them to find comfort in the familiarity of Campbell's soup
- Large target audience reach of adult women

Cons:

- Viewers can be distracted during commercial breaks

CPM: \$34

Audience Size: 3.33 million

4. "Easy to make meals" advertisement featuring Campbell's soup on Facebook

Pros:

- Targets specific demographic
- Encourages engagement through reactions, comments, and shares
- Put idea into consumers' head that it is an easy meal option

Cons:

- Ad fatigue of seeing advertisement consistently
- Competitive with other advertisements on the app

CPM: \$10

Audience Size: 500,000 + ⁹



ALTERNATIVE SOLUTIONS

5. In store QR code displays near Campbell's soup products that activate special promotions based on regional weather

Pros:

- Easily Trackable- and highly engaging
- The timely discounts promotes consumer loyalty

CPM: \$7

Cons:

- Weather triggered sale requires coordination

6. Sponsor Urgent Weather Update Segment on The Weather Channel

Pros:

- High Visibility - Large Audience (303,000 viewers/ month)
- Memorability - with the attachment to weather alert radio, a link to weather alert TV would feel very natural.

CPM: \$38

Cons:

- High Cost - Sponsoring a Weather Alert Segment can range from 10s of thousands to 100s of thousands depending on the reach
- Short Duration - The alerts are meant to be brief, there will not be a ton of Screen time for an advertisement

Audience:
303,000/month

WHY NOT THESE

1. Sponsored Urgent Weather Update on The Weather Channel

- Limited reach of consumers
- Short Duration
- CPM \$38

2. Partnership with Amazon Alexa

- Privacy concerns
- CPM: \$30

3. Purchase Ad Space During Grey's Anatomy

- Distracted commercial breaks
- CPM: \$34

RECOMMENDATIONS

1. Facebook "Easy Meals" Campaign

- Precise targeting (Women 27-48 with children)
- Encourages engagement
- CPM of \$10

2. Instacart Partnership (Weather/flu correlating advertisements)

- real-time targeting/Personalization
- Allows immediate purchase
- CPM \$18

3. In store QR code (Weather-Related digital coupons)

- Highly engaging and interactive
- Builds off of previous campaign
- CPM of \$7

CALENDAR

Feburary	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	FB	INS	FB	QR	INS	FB	QR
Week 2	INS	FB	QR	FB	INS	QR	FB
Week 3	QR	FB	INS	FB	QR	INS	FB
Week 4	FB	INS	FB	QR	INS	FB	QR
Week 5	INS	FB	QR	FB	INS	QR	FB

Legend:

- **FB** = Facebook "Easy Meals" Campaign
- **INS** = Instacart Partnership (Weather/flu correlating advertisements)
- **QR** = In-store QR code (Weather-Related digital coupons)

Facebook Campaign (FB)

emphasized weekends (Saturday/Sunday) when families have more time for meal planning, and early weekdays when weekly meal planning often occurs

Instacart Partnership (INS)

mid-week and on select weekend days to capture both planned and impulse grocery orders during cold weather or flu outbreaks

QR Code Promotions (QR)

positioned on high-traffic shopping days (Friday-Sunday) to maximize in-store engagement

Weather-Responsive Deployment

All ads maintain flexibility to be deployed within 24-48 hours of approaching cold fronts or flu outbreaks, following Campbell's successful previous approach

BUDGET

	CPM	Target Impressions	Total Spending
Facebook "Easy Meals" Campaign	\$10	30,000,000	\$300,000
Instacart Partnership	\$18	22,222,222	\$400,000
In-store QR Code Displays	\$7	42,857,143	\$300,000
Total		95,079,365	\$1,000,000

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**THANK YOU
QUESTIONS?**

