

CAMPBELL'S SOUP

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When you think of the Campbell's Soup, it takes you back to the nostalgic childhood moments of enjoying a bowl of soup. Campbell's is dedicated to decades of market presence, consistent quality and iconic canned soups. Their brand is associated with comfort, tradition and reliability.

OUR OBJECTIVES:

- How to gain more consumers
 - Narrowing the target audience
- Expanding brand resonance
- Figure out the “why” as to how they fell off the market & change it



CAMPBELL'S BRAND EQUITY

- **No equivalent to the Campbell's experience**
 - Nostalgia for Mom's homecooked dinners
 - They serve the classic, familiar flavors
 - Memories of sickness remedy
- **Trusted, well established brand**
 - Consistent quality
 - Market leader
- **Effective market strategies influence behavior**
 - Adapted modern digital marketing strategies through social media
 - Use of their classical and iconic logo



CAMPBELL'S MARKET ANALYSIS

- Competition: General Mills (Progresso), Kraft Heinz Company, PepsiCo, Conagra Brands & private label soup brands
- All products are convenient meal options for busy consumers
 - Ready-to-serve / microwaveable quick meal solutions, appealing to people looking for convenience.
- Campbell's experiences higher sales during fall and winter, driven by seasonal demand.
- Their competition do not focus on just soup, have a range of products
- Rise of vegan/eco-friendly alternatives

COMPARED TO THEIR COMPETITORS....

- Their main competition, Progresso is associated with:
 - High quality soups (texture heavy)
 - Convenience
 - Variety
 - Authenticity
- Progresso offers a wider range of flavors
- Known for chunky, wholesome soup; Campbell's is known for the smoother texture
- Progresso offers gourmet options, appealing higher-quality seekers

STRENGTHS

- Established Brand
- Market Dominance
- Convenience
- Seasonal Demand
- Variety



WEAKNESSES

- Limited Innovation
- Competitive Pressure
- Seasonality Demand
- Health Risks
- Enviromental Concerns



OPPORTUNITIES

- Switching to Eco-Friendly Packaging
 - Brand Differentiation
 - Market Expansion
 - Less Supply Chain Issues
 - Partnership Opportunities
 - Brand Reinforcement



THREATS

Intense
Competition

Shifting
Consumer
Preference

Risk of
Reputation

Consumer
Resistance

Competitive
Imitation

WOW FACTOR

After evaluating the market, the target audience includes an upcoming force of digital natives 18-24.

They like to be in the know; health is a new and upcoming trend.

**Toxic chemicals like BPA are included in Campbell's cans and plastic

SOLUTION= NEW PACKAGING



ISSUES



Rated lower than
Progresso for taste.



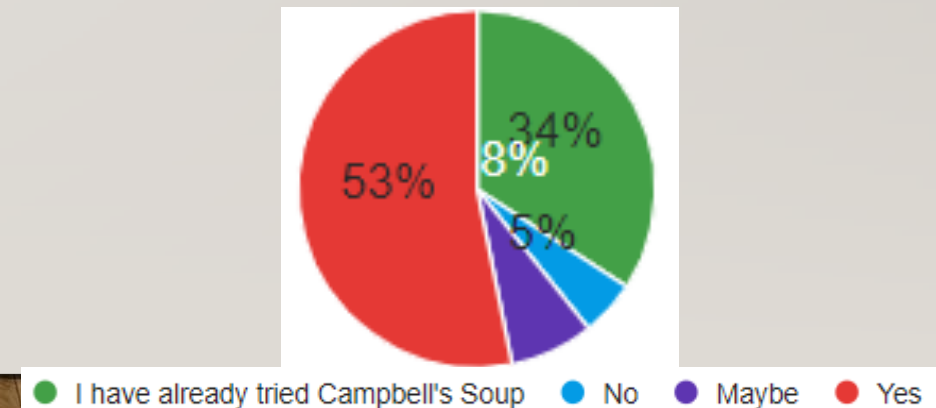
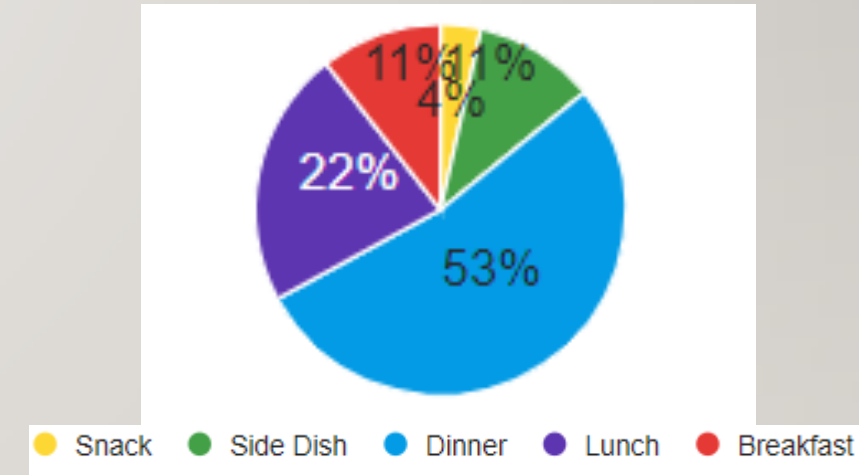
Perceived as a large
faceless, processed brand.



High sodium content.

IMPERATIVES

- We have the nostalgia factor we were looking for.
 - In our survey 51% of people chose that nostalgia was an important factor in choosing a soup brand, and Campbells ranked #1 in most nostalgic brand.
- Campbells rated #1 for pricing and is generally considered the preferred soup brand.
- Dinnertime is the most often time for people to eat Campbells soup focus on that in the advertising.

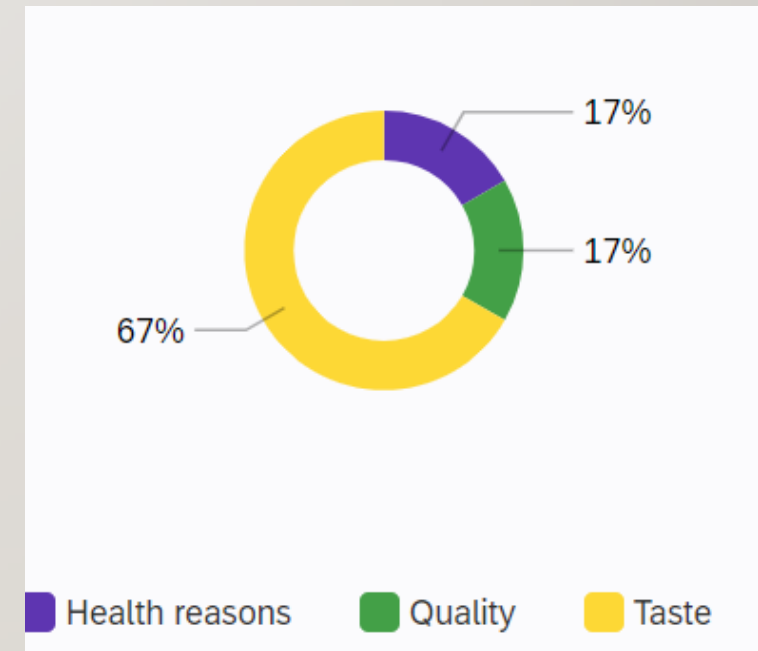


TARGET AUDIENCE

- College students and young adults 18-24
- On the go, busy audience
- Campbell's Soup is a classic and traditional brand, and those qualities do not reflect the desires of the Millennials.
 - Canned soup is seen as an old-fashioned food, so Campbell's faced challenges here

Psychographics

- Most likely to consume soup alone
- Taste is the most important factor
- Eat Campbell's at dinner time (we can market Campbell to be more of a dinner replacement option)
- Always on the go, need quick options



DRIVERS

- Brand reputation strength
- Offers healthier options in comparison to competitors
- Low Price
- Good Taste
- Nostalgic experience

BARRIERS

- One perceived disadvantage of eating Campbell's soup is the high sodium content which affects health.
- Chemicals in the lining of the cans
- Environmental issues
- Campbell's Soup is a classic and traditional brand, and those qualities do not reflect the desires of the Millennials.

BUYING BEHAVIORS

01

Going generally for the best deal they can get.

02

Budget is most important but will pay more for high quality food.

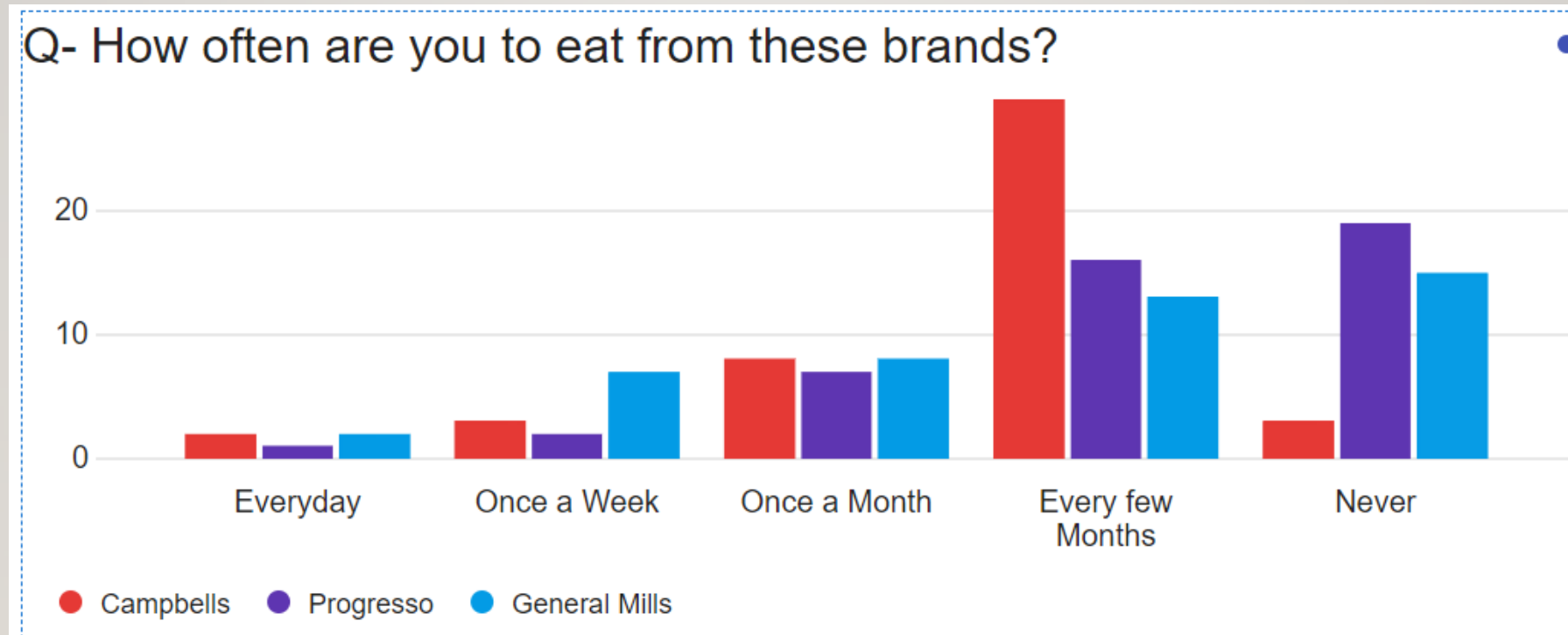
03

Most likely to purchase from Campbells than other brands

04

Information search for Campbell's is not common because their brand is known and loved for years.

BUYING BEHAVIOR EXAMPLE



CONCLUSION

Campbell's Soup has demonstrated power and significance of branding in the consumer goods industry. Through decades of innovation, cultural resonance, and strategic marketing, Campbell's has retained its brand equity as not just a pantry item, but a timeless symbol of comfort, quality, and tradition.

As we reflect Campbell's Soup journey, it becomes evident that effective branding isn't just about selling a product; it's about fostering a connection with consumers which Campbell's embodies.

Campbell's