
**Soup Advertising
“Couch – Chunky”
30 seconds**



In F'11... Campbell's Chunky will Be Poised for Better Growth



Today's Guy faces a "Male Meal Dilemma" that Chunky can solve...

INSIGHT

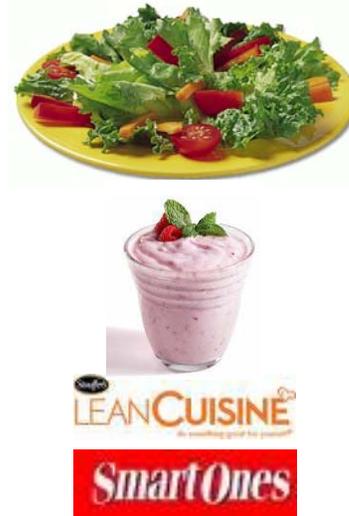
"What is made for me isn't good for me."

Self Indulgent



"What is good for me isn't made for me."

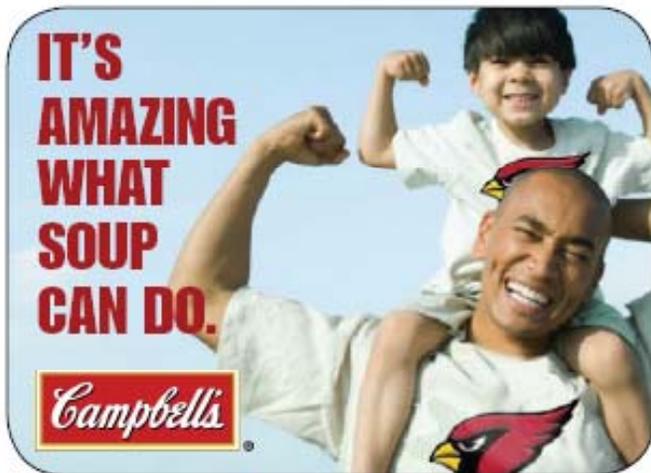
Inherently Good



GET CONSUMERS' ATTENTION by Owning Mondays



- National TV, radio, print & Internet
- ESPN TV partnership
- Sports Illustrated magazine advertising
- NFL and Sports-talk radio
- Primetime dilemma solver PR program with Deion Sanders on NFL.com
- All-pro dads PR with NFL alums like Jerome Bettis



GET ON SHOPPING LIST with Purchase Incentives



GO TO **CHUNKY.COM** AND

SAVE \$5.00*

ON CAMPBELL'S® CHUNKY SOUPS

FILL UP ON THE GOOD STUFF™

THE #1 SOUP SPONSOR OF THE NFL

*Maximum savings available on purchase of two (2) cans of soup. Offer good on purchase of two (2) cans of soup. Offer good on purchase of two (2) cans of soup. Offer good on purchase of two (2) cans of soup.

DINNER FOR \$4 IN UNDER 4 MINUTES!

SAVE 50¢
on any two (2) Campbell's® Chunky™ soup cans or microwavable bowls

Labels for Education

Discover Dozens of \$4 Chunky® Soup Dinner Ideas at www.chunky.com

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11909 MANUFACTURER CPN EXPIRES 04/18/10

TRY ALL 42 DELICIOUS VARIETIES!

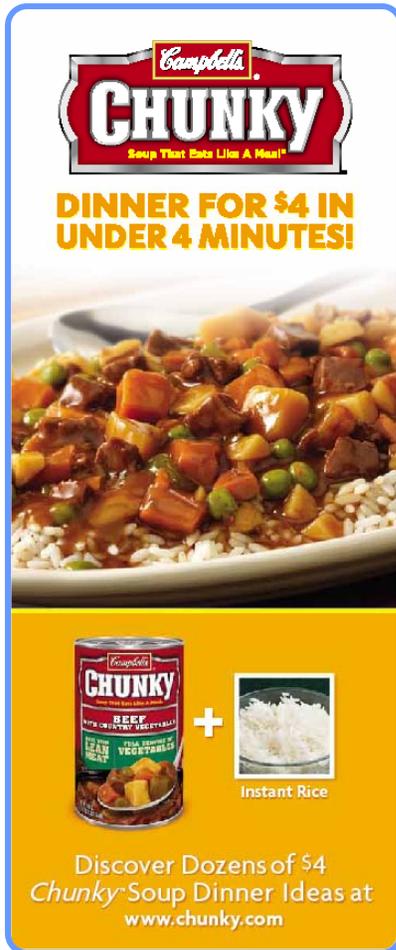
SAVE \$1.00

on any 2 Campbell's® Chunky™ soup cans

OFFICIAL SOUP SPONSOR OF THE NFL

*All of the meat in this product is lean. Half cup of vegetables in one cup of soup.

GET IN THEIR BASKET with Impactful In-Store Point of Sale with Major Retailers



Campbell's
CHUNKY
Soup That Eats Like A Meal!

DINNER FOR \$4 IN UNDER 4 MINUTES!





Discover Dozens of \$4 Chunky Soup Dinner Ideas at www.chunky.com

SOUP THAT EATS LIKE A MEAL

NEW! **NEW!** **NEW!**





TARGET

Higher Standards
meijer
Lower Prices

SAFEWAY
Ingredients for life.™

Walmart
Save money. Live better.




GET OUT OF THEIR PANTRY with Easy Meal Tips

On the Web

It's amazing what soup can do:

CHUNKY
Soup That Tastes Like A Meal

HEARTY. DELICIOUS. NUTRITIOUS.

DINNER IDEAS PRODUCTS WHAT'S HAPPENING CLICK FOR CANS CHUNKY NEWSLETTER

Share this Find Us

NEW Quick & Easy Dinner Ideas!

Do more with Campbell's® Chunky™ soup! Just combine a thick Chunky soup with rice, mashed potatoes, noodles, biscuits or baked potatoes for a hearty and wholesome main dish in minutes that is sure to satisfy!

Check out all the dinner ideas

Rice

Potatoes
Noodles
Biscuits

Beef with Country Vegetables + Rice

Discover more than 30 quick & easy Chunky® soup dinner ideas

\$5 in coupons!

Let us know what other combinations you come up with!

Share your combination ideas...

Take-Home Booklets

CHUNKY DINNER FOR \$4 IN UNDER 4 MINUTES!

Feed more hungry appetites with *Chunky*® soup dinner ideas

visit www.chunky.com or
www.facebook.com/chunkysoup

CHUNKY + *Chunky*® Beef with Country Vegetables
+ 2 Cups Instant Mashed Potatoes

CHUNKY + *Chunky*® Healthy Request® Sirloin Burger with Country Vegetables
+ 2 Cups Rice

CHUNKY + *Chunky*® Healthy Request® Chicken Corn Chowder
+ 4 Biscuits, split

CHUNKY + *Chunky*® Roasted Beef Tips with Vegetables
+ 2 Cups Egg Noodles

CHUNKY + *Chunky*® Chicken Broccoli Cheese & Potato
+ 2 Baked Potatoes, split



In F'11...Healthy Beverages will Continue Their Momentum



An Opportunity Exists to Close the Vegetable Gap in New Ways by Addressing a Universally Broad Consumer Issue

Recommended Vegetable Intake



2.9 Cups/Day

Average Daily Vegetable Consumption



1.6 Cups/Day

Short-Fall In Vegetable Consumption



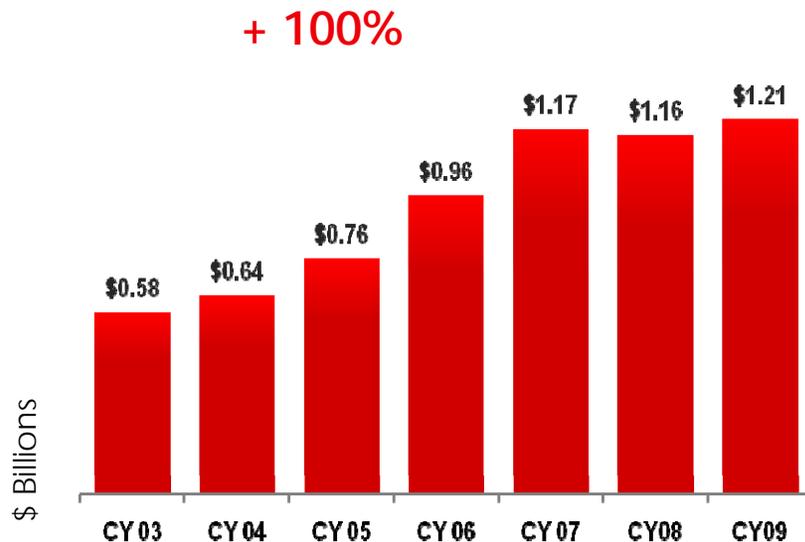
1.3 Cups/Day

An Annual Gap Of 142 Billion Cups -Or- 285 Billion Servings Of Vegetables



The Ready-to-Drink Tea Segment Presents an Opportunity to Extend V8 V-Fusion

RTD Teas Dollar Sales in Billions



- Ready-to-drink tea is a \$1.2B category growing at 4.8%
- Volume and dollar sales have been on rise since calendar year 2003
- There is overlap between RTD tea buyers and shelf-stable juice buyers
- *V8 V-Fusion*[®] + *Tea* presents an opportunity for afternoon day part usage



Source: IRI Infoscan; Total U.S. FDMx, 52 Weeks Ending December 27, 2009;
IRI Household Panel - Total US Grocery – 52 weeks ending 8/3/08