

Soup Continues to be a Top Choice for Today's Consumer for Lunch and Dinner

INSIGHT

Top 10 Lunches & Dinners*

Sandwiches	1
Poultry	2
Soup	3
Beef	4
Italian Dishes	5
Pizza	6
Hmde/Mix "Variety" Dishes	7
Frozen Dinner/Entree	8
Salads	9
Seafood	10

- Soup is extremely versatile. It can be:
 - A main dish
 - A side dish
 - A starter ingredient
 - A meal maker
 - Part of a combo meal
- Even more popular lunch/ dinner main dish choice today



Prepared and Eaten at Home as a Main Dish through February 2009
Source: NPD Group's National Eating Trends Service

Consumers & Retailers Love *(Campbell's)* Soup

% of Consumers who Agree...

- 9 out of 10 consumers love the delicious taste of soup
- Campbell's Soup has 3 of the top 10 shelf-stable grocery items

Soup tastes delicious	90%
Soup is full of flavor	89%
I like to stock up on soup	82%
I'm always looking for new varieties/flavors of soup	69%
Soup is more nutritious than many other food choices	65%

Top 10 Shelf Stable Grocery Food Items (Units)

- 1 Maruchan Chicken Ramen Noodle Soup
- 2 **Campbell's Chicken Noodle Condensed Soup**
- 3 Private Label Tomato Sauce
- 4 Kraft Original Macaroni & Cheese
- 5 Jiffy Corn Muffin Mix
- 6 **Campbell's Tomato Condensed Soup**
- 7 Private Label Cut Green Beans
- 8 Private Label Brand Chunk Tuna in Water
- 9 Starkist Chunk Tuna in Water
- 10 **Campbell's Cream of Mushroom Condensed Soup**



IRI Scanner Data FDMX Latest 52 wks ending 8/8/10
ex CSD, Salty Snacks & Candy

In F'11...We will 'Fire Up" Campbell's Condensed



GET CONSUMERS' ATTENTION by Surrounding Them with a Fully Integrated Advertising Plan

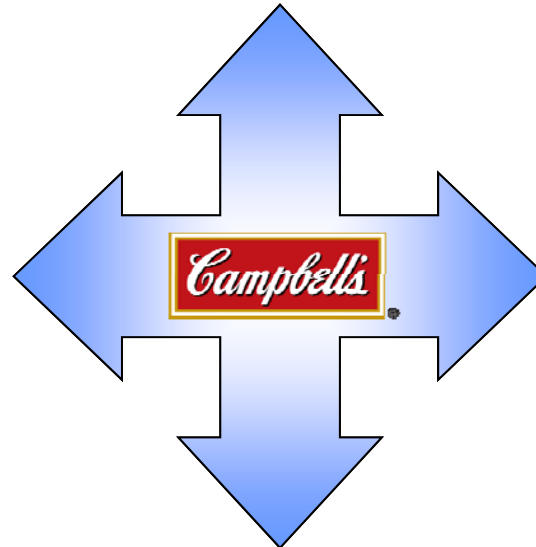
Online

Increased presence
Strong promotion and social media integration (Facebook, Twitter)



Mobile with iAD

Coupon & CampbellKitchen.com app



TV + Print

Increased presence across both mediums

GET CONSUMERS' ATTENTION with an iAd



GET ON SHOPPING LIST by Delivering New News and Recipes When Consumers are Planning Their Next Trip



National FSIs

8/29: Full-page fire up news

9/12: 1/2-page "Great for Cooking"



National Taste of Home Cooking Program

Recipe events nationally featuring condensed



Mobile Sampling

Mobile sampling of condensed recipes in key markets

New Product News

- Scale sodium reduction
- Chicken meat upgrade
- California tomatoes
- Made with Care in the USA
- New varieties
- More recipes



GET IN THEIR BASKET by Surrounding Shoppers Throughout the Store to Get Them Into the Soup Aisle

On-pack Recipes/Coupons



In-Store Signage Throughout the Store



Easier to Shop iQ Maximizer



In-Store Sampling



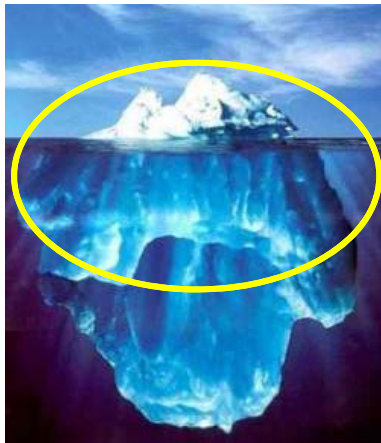
Retail POS



GET OUT OF THE PANTRY – “It’s Amazing What Soup Can Do”

95% of thinking takes place in our unconscious minds. So it was critical to capture memories, emotions, thoughts that consumers are not aware of or can’t articulate

OUR Techniques...



...SURFACED
SUB-CONSCIOUS MEMORIES



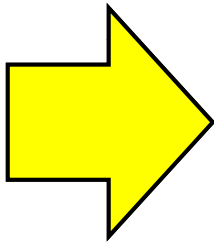
...MEASURED
BIOMETRIC RESPONSE

It's amazing what soup can do.™



GET OUT OF THEIR PANTRY by Engaging Consumers with the Amazing Things Soup Can Do

FROM



TO



\$100MM+ Spend
Strategically Aligned

Unified benefit:

“Only Campbell’s Soup gives you the best blend of great taste and wholesome nutrition so you feel happy and healthy”



Soup Advertising “Happy Place” 30 seconds

