

## ***Growing the Soup Category: Contemporizing Campbell's® Condensed Soup***

What would prompt an iconic, billion-dollar brand to *de-emphasize* the size of its logo on shelf displays? Why would it choose to leave only some product labels in their original design while making dramatic updates to the rest?

In the case of *Campbell's* Condensed Soup, bold decisions such as these followed an intensive two-year consumer and shopper research initiative. Campbell employed cutting edge neuromarketing techniques, in some cases disregarding what consumers say they like in deference to the biometric indicators they sent researchers when shopping the soup aisle.

Beginning in the fall of 2008, consumer input was solicited every step of the way as Campbell sought to revitalize a brand that was being held back by consumer perceptions about taste, healthfulness and relevance to today's lifestyle.

The resulting relaunch of *Campbell's* Condensed Soup represents the biggest set of changes for the brand in over a decade:

- 99 percent of condensed varieties will see product or packaging upgrades;
- Over half of condensed varieties will receive quality and/or wellness upgrades;
- Based on volume, 60 percent of *Campbell's* Condensed Soup will be upgraded or improved.



Campbell came up with a set of **health and wellness upgrades**, falling roughly into three areas:

1. **Sodium reduction:** Adding sea salt to help use less salt. Now half of the Condensed volume has 650 mg or less of sodium per serving.
2. **Chicken meat upgrade:** Best tasting chicken ever.
3. **American provenance:** Many ingredients are farmed/raised in the U.S. and U.S.-based cooking of product.



**Packaging** was a major part of the brand redesign. Consumer feedback confirmed the importance of Campbell's "core equities," such as the red and white colors and the script logo. In fact, to satisfy brand "loyalists," the company decided to keep the labeling for its three biggest sellers -- Chicken Noodle, Tomato and Cream of Mushroom -- the same. However on all other varieties, labels will display bigger, "warmer" images of soup, minus the enlarged spoonful of product, which elicited very little emotional response from consumers.



And yet perhaps the changes that will affect retailers the most involve **merchandising**, notably Campbell's highly regarded *iQ Maximizer*<sup>™</sup> system. Consumers proved instrumental in the development of an improved approach for segmenting the product within the *iQ Maximizer* racks. Campbell's Condensed soup section is categorized into four color-coded segments: Classic Favorites (gold); Taste Sensations (orange); Healthy & Delicious (green); and Healthy Kids (purple). The segments are clearly reflected in the completed revised *iQ Maximizer* cards, which among many other changes, incorporates smaller Campbell logos and sublimated them to the color-coded segmentation call-outs.



Further, the *iQ Maximizer* layout is reoriented to induce more browsing, with the aim of providing a more gratifying shopper experience -- and, of course, more sales. Campbell is estimating that the combination of repositioning and product upgrades could potentially result in a 6.1 percent increase in brand sales.\*

\*Potential growth based on consumer perceptions; IPSOS Validation, August,