

Creative Brief

Client: General Mills: Progresso

DATE:

Product: Progresso Rich & Hearty Soups

TV : 30



Objective:

- Increase market share of Progresso’s Rich & Hearty Soups by extolling its benefits and differentiating from other soups

Target:

- Women 24-54

Strategy:

Convince target that our Rich & Heartys soups have an abundance of ingredients and a hearty satisfying taste. And a variety of flavors.

Insight:

Our target lives a busy lifestyle and doesn’t have the time to cook soup or prepare a full meal. Progresso Rich & Hearty soups is the perfect solution because of its full hearty flavors and wholesome ingredients. They enjoy the flavors and are usually impressed by the amount of ingredients.

Deliverables/Units:

- TV- :30s, :15s

Events & Timing:

- Oct airdates/ national

Background/Key Support Points:

At Progresso, we love great soup. It has been our passion for more than 50 years. That’s why we craft our soups from authentic recipes using only the highest quality ingredients.

Quality ingredients. Homemade taste. Wide variety of flavors to suit everyone’s taste.

Progresso Rich N Hearty Beef Pot Roast with Country Vegetables

Progresso Rich N Hearty New England Clam Chowder

Progresso Rich N Hearty Soup Chicken N Homestyle Noodles

Progresso Rich N Hearty Soup Creamy Roasted Chicken Wild Rice

Progresso Rich N Hearty Soup Loaded Potato with Bacon

Progresso Rich N Hearty Soup Savory Beef Barley Vegetable

Progresso Rich N Hearty Soup Sirloin Steak N Vegetables

Progresso Rich N Hearty Soup Slow Cooked Vegetable Beef

Progresso Rich N Hearty Soup Steak N Homestyle Noodles

Progresso Rich N Hearty Steak Burger and Country Vegetables

No Artificial Flavors No colors from artificial sources No MSG Added* Except that which occurs naturally in yeast extract and hydrolyzed vegetable proteins. Rich. Hearty. Satisfying.

Tone / Manner:

- Real, unpretentious, light hearted, homemade.

Executional Mandatories:

Show ingredients, feature soup. Tagline ‘You gotta taste this soup’

Key Campaign Message:

Progresso Rich & Hearty has an abundance of delicious ingredients

