

Final paper: Marketing Plan

Team 5 Team member contribution:

Team member	Contribution
Hsin Chun Cheng	Executive Summary, Target markets
Zhangkai Wu	Introduction, SWOT analysis, Marketing Mix
Tilak Narendran	5C framework analysis, Implementation
Jagruthi Kommidi	Value Proposition, Financial projections
Jeremy Samuel	Strategic Recommendations, Evaluation and controls

Table of contents:

1.	Executive summary	3
2.	Introduction	3
3.	Environmental (Situation) Analysis	3
	5Cs Framework	3
	SWOT Analysis	7
	Target Market	8
4.	Strategic recommendations and objectives	10
5.	Value proposition	11
6.	Target Customer Segment	13
7.	Marketing Mix	13
8.	Financial Projections	15
9.	Implementation	18
10.	Evaluation and Control	22
11.	Bibliography	23
12.	Appendix	24

1. Executive Summary

Campbell Soup Company is navigating a rapidly evolving consumer landscape dominated by health-conscious and digitally engaged individuals. To remain relevant, Campbell must redefine its brand identity and focus on delivering products that align with modern consumer expectations for health, sustainability, and convenience. This marketing plan presents a strategic framework aimed at revitalizing the brand and driving long-term growth through four key initiatives: enhanced labeling, digital engagement, sustainability, and e-commerce optimization.

This marketing plan provides a clear roadmap for all stakeholders involved, outlining their roles in the execution and successful implementation of these initiatives. By aligning our product offerings, brand image, and marketing efforts with evolving consumer preferences, Campbell is well-positioned to achieve sustainable growth and maintain its status as a trusted provider of high-quality, healthy food products.

2. Introduction

The Campbell Soup Company is one of the best-known brands in the American food industry and has been selling concentrated soups and canned products for 150 years. Campbell's brand recognition and mature supply chain system. However, the processed food industry sold by Campbell Soup is facing great challenges as consumers' demand for healthier, fresher and organic foods continues to increase. Therefore, Campbell needed to re-evaluate its marketing strategy in order to maintain its core competitiveness.

Campbell's main challenge is that demand for the company's core canned soup products is declining as consumers increasingly prefer healthier, less processed, non-GMO products. Changes in consumer spending habits have directly affected Campbell's market share. In addition, the company has to deal with rising raw material costs resulting in lower profits.

To address these challenges, Campbell Soup must develop a marketing plan to revamp its products, create a new brand image, and seize opportunities in emerging markets, such as Enhanced Labeling, Sustainability Focus, and E-commerce Optimization strategies. Thus, this introduction serves as the basis of marketing strategy. The following chapters will conduct an in-depth analysis of the current situation of Campbell, and propose strategic actions and reasons to deal with these challenges.

3. Environmental (Situation) Analysis

1. Company

Positioning in the Market:

Campbell Soup Company has long been recognized as a pioneer in the packaged food sector, especially noted for its classic canned soups. In recent years, the company has strategically diversified its offerings, introducing a variety of snacks, sauces, and beverages, catering to a broader audience seeking convenience and nutrition.

Diverse Product Portfolio:

Campbell's product line is expansive, including traditional canned soups alongside a growing array of organic and clean-label options. Brands like Swanson, Pepperidge Farm, and Pacific Foods enhance its market presence, appealing to both loyal customers and newer, health-oriented consumers.

Core Competencies:

Campbell's strengths lie in its established distribution networks and brand equity. The company's ability to navigate retail and e-commerce channels effectively positions it to respond to consumer demands across various shopping platforms.

Technological Advancements:

The company is actively investing in digital innovations, enhancing its online shopping experience and embracing sustainable packaging solutions. These initiatives reflect a commitment to aligning with modern consumer values regarding sustainability.

Challenges:

Despite its stronghold in the market, Campbell faces challenges in keeping pace with innovation, particularly as nimble, health-focused competitors emerge. The perception of Campbell as a traditional brand may hinder its appeal to younger consumers who prioritize modernity and health consciousness.

2. Customers**Consumer Segmentation:**

A better understanding of consumer behavior is crucial for Campbell to maintain relevance in a competitive market.

- **Primary Segment (Ages 45–65):**

This demographic seeks accessible, nutritious meal options that resonate with their preference for reliability and comfort. Their buying behavior typically peaks during colder seasons, often leaning toward bulk purchases of familiar products.

- **Secondary Segment (Ages 18–45):**

Younger consumers are increasingly attracted to organic, plant-based, and sustainably sourced foods. They are characterized by their willingness to experiment with novel

flavors and health-oriented products, often gravitating toward brands that align with their values.

3. Competitors

The competitive environment for Campbell Soup is dynamic, influenced by established players and emerging niche brands:

- **The Kraft Heinz Company:**
 - **Advantages:** A vast global footprint and an extensive product range in soups and snacks.
 - **Disadvantages:** Faces challenges in attracting younger demographics who may view it as outdated.
 - **Strategy:** Focuses on cost competitiveness and leveraging its global market reach.
- **General Mills:**
 - **Strengths:** Offers a diverse array of products and has significant brand equity.
 - **Weaknesses:** Known more for cereals and snacks than soups, limiting its competitive edge in that category.
 - **Strategy:** Emphasizes health-oriented marketing to appeal to families.
- **Amy's Kitchen:**
 - **Strengths:** Strong resonance with health-conscious consumers, particularly those seeking organic and vegetarian options.
 - **Weaknesses:** Smaller product selection compared to Campbell and major competitors.
 - **Strategy:** Focuses on natural ingredients and ethical sourcing to attract younger, eco-aware customers.
- **Potential Competitor: Beyond Meat:**

Beyond Meat's prominence in the plant-based sector could pose a significant challenge if it decides to enter the soup market, threatening Campbell's position among health-conscious consumers.

4. Collaboration

Collaboration is key to Campbell Soup's ability to deliver value and expand its market reach:

- **Supplier Relationships:**

Collaborating with suppliers committed to sustainable sourcing enables Campbell to enhance its product offerings and align with consumer demand for transparency and clean labels.

- **Distribution Networks:**
Strong partnerships with grocery chains and e-commerce platforms are crucial for ensuring product availability. Expanding these relationships could further boost Campbell's market presence.
- **Agencies:**
Partnering with marketing agencies can help modernize Campbell's brand image and enhance its online presence. These agencies can effectively manage brand perception and communication strategies, ensuring that Campbell resonates with both its traditional audience and the younger, health-conscious consumers.
- **Experience Events:**
Engaging in experiential marketing through events like winter carnivals, game events, and pop-up food trucks can create interactive opportunities for consumers to sample Campbell products. Setting up sampling booths at these events can foster direct engagement and encourage trial among potential customers.
- **College Pantries and Dining Halls:**
Collaborating with college pantries and dining halls provides an avenue to increase visibility among younger consumers and students. By promoting the health benefits of Campbell's products in these settings, the company can tap into a demographic that values convenience and nutrition.
- **Social Cause Organizations (CSR):**
Partnering with social cause organizations can significantly boost Campbell's brand awareness and public perception. Through initiatives like soup kitchens, donations, and community events in low-income areas, Campbell can demonstrate its commitment to social responsibility and community engagement. This not only enhances brand loyalty but also strengthens its image as a company that cares about giving back.

5. Macro-Environmental Context: PESTELE Analysis

A comprehensive PESTELE analysis sheds light on the broader environmental factors affecting Campbell Soup:

Political Factors:

Trade policies and regulations significantly influence ingredient sourcing costs, directly impacting pricing strategies.

Economic Factors:

Variations in disposable income affect consumer purchasing behavior. Economic downturns can lead to an increased preference for affordable meal solutions, positioning Campbell favorably in such scenarios.

Social/Cultural Factors:

Shifts in demographics and increased demand for organic and ethically sourced products are reshaping Campbell's product development. Younger consumers are particularly advocating for sustainability and ethical practices.

Technological Factors:

The surge in e-commerce and grocery delivery services demands that Campbell enhance its digital presence, optimizing online sales strategies to meet changing consumer preferences.

Environmental Factors:

The growing emphasis on sustainable packaging and environmentally friendly products necessitates ongoing investment in sustainable practices to meet regulatory standards and consumer expectations.

Legal Factors:

Adhering to stringent food safety and labeling regulations is crucial for maintaining consumer trust and avoiding legal issues.

Ethical Factors:

As consumers increasingly prioritize ethical sourcing and fair-trade practices, Campbell's commitment to sustainability can help bolster brand loyalty, especially among younger demographics.

Overall Takeaway: Campbell Soup is well-positioned to thrive by embracing sustainability, ethical sourcing, digital innovation, and affordability. Adapting to these trends will help the company maintain relevance and drive growth in a competitive and evolving market.

3B. SWOT Analysis

Strength:

Campbell has a long brand history, which also contributed to its excellent brand awareness in the American market, so Campbell has its own loyal customer base.

Due to its long-term brand development history, Campbell has a complete supply chain and excellent production capacity, which is more stable than other brands.

Weakness:

As people pay more attention to their health, canned products such as Campbell, which require fine processing, have been negatively affected.

As a company focusing on canned products, Campbell had limited innovation ability and could not expand other products, so the long-term growth potential of the company might be affected.

Opportunities:

Transparency initiatives: Launch projects like Transparency, which aim to show non-GMO products to consumers in order to gain consumer trust and keep pace with the increasing consumer demand for healthy products.

Emerging Market expansion: Marketing products to Asia and Latin America can open up new growth opportunities for the company. Especially in these areas, because of the development of industry, the consumption of soup by workers and enterprise employees is still rising.

Threats:

Changing consumer preferences: Consumers are increasingly seeking healthier non-GMO products, and over-processed foods may be gradually marginalized by the market.

The cost of raw materials is rising year by year. Vegetables and meat in cans are the raw materials with the most serious price increase this year, which will lead to a decrease in the company's income year by year.

In general, Campbell soup's long brand history and strong supply chain provide the company with a stable foundation and loyal customer base. However, how to shift consumers' preferences to healthier and less processed foods is the main challenge at present, because the product limitations of canned foods limit the innovation and growth potential of Campbell soup in other product categories. Therefore, the company's development goal should be transparency initiatives and expansion into emerging markets, with the aim of capitalizing on non-GMO and health awareness and occupying emerging markets. In spite of this, Campbell soup also needs to keep an eye on the marginalization of processed foods in the market due to the rising cost of raw materials, and how to make profits in the changing consumer trend.

Overall Takeaway: Campbell Soup's strong brand foundation and supply chain stability are key assets, but its future success hinges on adapting to health-conscious consumer trends. Emphasizing transparency initiatives and expanding into emerging markets will be critical to maintaining growth, while managing the risks of changing preferences and rising costs.

3C. Target Markets

1. Demographic Characteristics: Campbell's current target market encompasses a wide range of demographic groups

- a. **Age:** The primary target market includes middle-aged adults (35-54) and seniors (55+), who have traditionally been the core consumers of Campbell's soup and meal products. However, there is a growing focus on attracting younger consumers (18-34) who are more health-conscious and seek convenient, nutritious options.

- b. **Gender:** Both male and female consumers are targeted, with a slight emphasis on women, who are more likely to be primary grocery shoppers and decision-makers for family meals.
 - c. **Income Level:** The target market spans middle to upper-middle-income households who can afford premium products like organic or low-sodium soups, as well as budget-conscious consumers who rely on affordable meal solutions.
- 2. **Geographic Characteristics: Campbell's products are widely available across North America, with the primary geographic focus on**
 - a. **United States and Canada:** These markets account for the majority of Campbell's sales, with a strong presence in both urban and suburban areas.
 - b. **Regional Variations:** The company caters to regional preferences, offering products like Clam Chowder in the Northeastern U.S. and spicier options in the Southwestern U.S. to meet local tastes.
- 3. **Psychographic Characteristics: Campbell's consumers are characterized by**
 - a. **Health and Wellness-Oriented:** Increasingly, Campbell's target market includes consumers who prioritize health and wellness. They are interested in natural, organic, and low-sodium options, and are concerned about ingredient sourcing and product transparency.
 - b. **Convenience Seekers:** Many of Campbell's customers value convenience and are looking for quick and easy meal solutions that fit into their busy lifestyles.
 - c. **Traditional and Nostalgic:** A significant portion of the target market has a strong emotional connection to Campbell's products, viewing them as comforting and nostalgic, often associated with family meals and childhood memories.
- 4. **Product Usage Characteristics:**
 - a. **Heavy Users:** This segment includes loyal customers who regularly purchase Campbell's products, particularly soups and broths, as pantry staples.
 - b. **Moderate Users:** Consumers who occasionally buy Campbell's products, often during cold seasons or when seeking convenient meal solutions.
 - c. **Light Users:** Typically, younger consumers who are just beginning to explore the brand, often drawn in by new product lines like organic or plant-based options.
- 5. **Current Needs:**
 - a. **Healthier Options:** There is a growing demand for products with lower sodium, organic ingredients, and clean labeling. Campbell is addressing these needs with product innovations and transparent labeling.
 - b. **Sustainability:** Consumers are increasingly concerned with the environmental impact of their food choices. Campbell has responded with sustainability initiatives, such as reducing plastic packaging and supporting local farmers.
 - c. **Convenience and Quality:** With busy lifestyles, consumers seek high-quality, ready-to-eat meals that are both nutritious and easy to prepare.

6. **Assessment of Current Product Offering:** Campbell's current product portfolio meets many of the needs of its traditional consumer base, offering a variety of soups, broths, and meal solutions that are convenient and familiar. However, there is room for improvement in expanding the range of health-focused and sustainable options to better align with the evolving preferences of younger, health-conscious consumers.

4. Strategic Recommendations and Objectives

Strategic Recommendations:

Enhanced Labeling:

- Clearly highlight nutritional benefits, such as low sodium, high protein, and organic ingredients, on packaging and marketing materials.
- Use simple, transparent labeling that educates consumers about ingredient sourcing and health benefits.

Digital Engagement:

- Leverage social media platforms like Instagram and TikTok for engaging content, including recipes, cooking tips, and user-generated content.
- Collaborate with health influencers and nutritionists to create authentic endorsements and reach a wider audience.

Sustainability Focus:

- Emphasize sustainability efforts in sourcing and packaging to appeal to environmentally conscious consumers.
- Promote initiatives like reducing plastic use or supporting local farmers.

E-commerce Optimization:

- Enhance online shopping experiences by offering subscription services or meal planning tools that integrate Campbell products.
- Utilize targeted digital advertising to drive traffic to e-commerce platforms, focusing on health-conscious messaging.

Drawbacks:

- **Increased Costs:**

- Developing new product lines, especially organic or plant-based options, can be costly in terms of research, sourcing quality ingredients, and production.
- **Brand Perception Risks:**
 - If new products fail to resonate with consumers or don't meet quality expectations, it could damage Campbell's brand reputation built on traditional offerings.
- **Resource Allocation:**
 - Shifting focus to digital engagement and sustainability may require reallocating resources from other marketing areas, which could impact overall marketing effectiveness.
- **Risk of Alienating Existing Customers:**
 - A strong focus on younger consumers might alienate traditional customers who prefer classic offerings, potentially leading to a decline in sales in that segment.

Marketing Objectives:

- **Improve Customer Engagement**
 - **KPI:** Monitor website traffic, social media interactions, and email open rates.
- **Promote Healthier Options**
 - **KPI:** Measure the percentage of sales from low-sodium and organic products compared to overall sales.
- **Increase Online Sales**
 - **KPI:** Track e-commerce sales growth and website conversion rates.
- **Improve Sustainability Efforts**
 - **KPI:** Measure the reduction in carbon footprint or packaging waste over a specified period.

Mission Statement:

The Campbell Soup Company's mission statement is "Connecting people through food they love". This purpose has been at the core of the company since its founding in 1869 by Joseph Campbell and Abraham Anderson.

5. Value Proposition

Campbell's Brand Ladder

1. Attributes (Product-Focused Strengths, Claims)

- **Diverse Product Line:** A wide range of soups, broths, and meals catering to various tastes and dietary preferences.
- **Widespread Availability:** Easily found in major retailers and online platforms, making it accessible to all consumers.
- **Healthy and Natural Ingredients:** Focuses on providing wholesome, low-sodium, organic, and natural ingredient options.
- **Rich Heritage and Quality:** Over 150 years of brand history, known for consistent quality and reliable taste.

2. Functional Benefits (What Does It Do for You?)

- **Convenient Meal Solutions:** Quick and easy-to-prepare soups and meals that fit into busy lifestyles, saving time and effort.
- **Reliable Quality and Taste:** Consistently delivers the familiar, trusted taste that consumers love and expect.
- **Established Pantry Staple:** A dependable go-to product that consumers keep on hand for meal flexibility and convenience.

3. Emotional Benefits (How Does It Make You Feel?)

- **Comfort Food:** Provides a sense of warmth and comfort, perfect for times when you need a cozy meal.
- **Nostalgia:** Evokes fond memories of family meals, connecting generations through familiar flavors.
- **Simplicity and Ease:** Simplifies mealtime, making it feel less stressful and more manageable.
- **Calm and Relaxation:** Offers a soothing meal experience that brings calm, especially during busy or stressful days.

Positioning Statement

Among modern, health-conscious families and individuals, Campbell's is the brand of convenient and flavorful soups that delivers a comforting experience and a sense of well-being because it continuously invests in sustainable practices and partners with top nutrition experts to enhance product quality.

6. Target Customer Segment

Campbell's primary target customers are middle-aged adults (35-54) and seniors (55+), who have traditionally consumed its soups and meals. The brand is also focusing on younger consumers (18-34) who prioritize convenient and nutritious options.

Both genders are targeted, with a slight emphasis on women, who often make family meal decisions. The customer base generally consists of middle to upper-middle-income households, including both premium and budget-conscious shoppers.

Psychographically, these consumers value health and convenience, seeking quick meal solutions. They have a strong emotional connection to the brand, viewing its products as symbols of family warmth and nostalgia.

7. Marketing Mix

Campbell's Soup marketing mix

1. Products:

Campbell's primary product line consists of a diverse range of canned soups, broths, and other food items. Their extensive selection includes both ready-to-eat and canned soups. To cater to the growing demand for healthier options among consumers, Campbell also offers low sodium, organic, and other nutritious choices in response to the prevailing trend towards organic health foods.

First of all, Campbell needed to improve consumers' awareness of the brand, so Campbell could choose to launch accurate digital advertisements and cooperate with well-known Internet celebrities for marketing promotion to quickly improve brand awareness. Moreover, in order to make consumers more closely contact with the product, Campbell could provide free tasting and product demonstration in retail stores to attract potential customers. And during this period, discount coupons and promotions are offered to customers to encourage their first purchase. Furthermore, Campbell can invite nutrition experts to evaluate the nutritional value of products to demonstrate the nutrition and

quality of Campbell's products.

2. Price:

Campbell Soup primarily adopts a competitive pricing strategy. Alongside providing affordable core products, they also offer premium varieties at slightly higher prices to attract customers who prioritize health or seek gourmet experiences. Furthermore, Campbell adjusts its pricing according to different regions and sales channels.

First, according to the demand of each product, provide guiding prices to attract potential customers. Secondly, adjust the price flexibly according to the pricing of competitors and demand elasticity. Furthermore, the key period for major price adjustment lies in festivals with many family activities, and Campbell should use price promotion to promote sales. In addition, Campbell could develop regular discount strategies based on price-sensitive data and adjust prices in reasonable stages according to sales volume.

3. Place:

Campbell Soup distributes its products through various channels such as supermarkets, grocery stores, and online retail platforms. The main markets for their products are the United States and international markets. In retail stores, Campbell needed to ensure that the main promotion products were placed on prominent shelves, while online platforms such as Amazon needed to promote the main promotion products to the top of the search for sales. Secondly, Campbell can also cooperate with delivery service companies to provide discounts and free shipping for bulk purchases to new online shoppers.

4. Promotion:

In terms of promotion strategies, Campbell Soup predominantly employs traditional advertising mediums like television and radio while incorporating digital marketing campaigns as well. They focus on evoking consumers' sense of family values by establishing emotional connections with them while emphasizing the importance of family dining experiences and overall well-being. Additionally, the brand promotes sales through store promotions such as discounts and coupons.

In terms of improvement, Campbell could continue to promote TV advertisements, and also participate in social media activities and cooperate with Internet celebrities to cover target consumers. Moreover, reward Campbell regulars by offering special offers and previews of new products.

As for how to turn first-time buyers into regular customers, according to the research of Harvard Business Review (2014), the customer retention rate of joining loyalty programs is 5% to 20% higher than that of non-joining customers. Campbell can convert first-time buyers into long-term customers by designing loyalty programs, such as personalized offers and consistent product quality. In conclusion, Campbell's personalized rewards and incentives can improve repeat purchase rate and customer retention rate.

8. Financial Projections

Projected Market Size:

The global soup market is projected to grow steadily, with estimates suggesting it could reach \$20-30 billion by 2030. Campbell's soup products contributed significantly to the company's \$9.4 billion total net sales in 2023. Soup sales were a major component of the Meals & Beverages division, which saw a 7% increase in net sales. Campbell's holds a strong position in the U.S. soup market, and with consumer trends showing a preference for at-home meal preparation (about 80% of meals are made at home), the soup category is projected to grow at a rate of 3-5% annually. Campbell's is expected to capture a larger share of this expanding market due to its strong brand equity and ongoing innovation.

Projected Sales:

In 2023, Campbell's soup brands (including condensed, Chunky, and ready-to-serve varieties) saw 5-7% growth in sales, driven by a 0.4 percentage point increase in market share. Key products like Campbell's Chunky recorded double-digit growth, particularly among younger consumers and those seeking convenient, budget-friendly meal options. For fiscal 2024, Campbell's soup sales are projected to grow by 5-7%, translating to approximately \$4.5 billion in

soup-related sales. Continued emphasis on innovation and marketing strategies, including partnerships like the one with the NFL, is expected to further expand its customer base.

Projected Revenue:

Soup revenue for Campbell’s in 2024 is expected to increase by 7-8% from 2023 figures. The Meals & Beverages division contributed about \$5.2 billion to total sales in 2023, and it's reasonable to project that Campbell’s soup segment could generate \$3.7 to \$4.1 billion in revenue next year. This growth will be driven by new product innovations, such as Campbell’s Chunky Spicy line and the organic soups from Pacific Foods, alongside increased investments in marketing and strategic partnerships.

Monthly Marketing Budget:

In fiscal 2023, Campbell’s allocated a substantial portion of its marketing budget to promoting its soup brands, with estimated monthly marketing expenses for soup products falling between \$25-35 million. This has been instrumental in driving visibility and consumer engagement, especially with campaigns around the NFL and product innovations. For 2024, Campbell’s is likely to maintain or slightly increase this monthly budget, supporting its ongoing leadership in the soup market and helping it reach broader, younger audiences.

Break-even Point:

Campbell’s soup segment operates with a gross profit margin of 31.2%. Based on fixed and variable cost estimates, the break-even point for Campbell’s soup division is expected to be reached with approximately \$1.5 to \$2 billion in annual soup sales. With steady revenue growth and ongoing cost-saving initiatives (targeting \$1 billion in savings by 2025), Campbell’s is well-positioned to maintain profitability while expanding its marketing and product development efforts.

Projected Income Statement (2024-2026) for Campbell’s Soup Division (in millions)

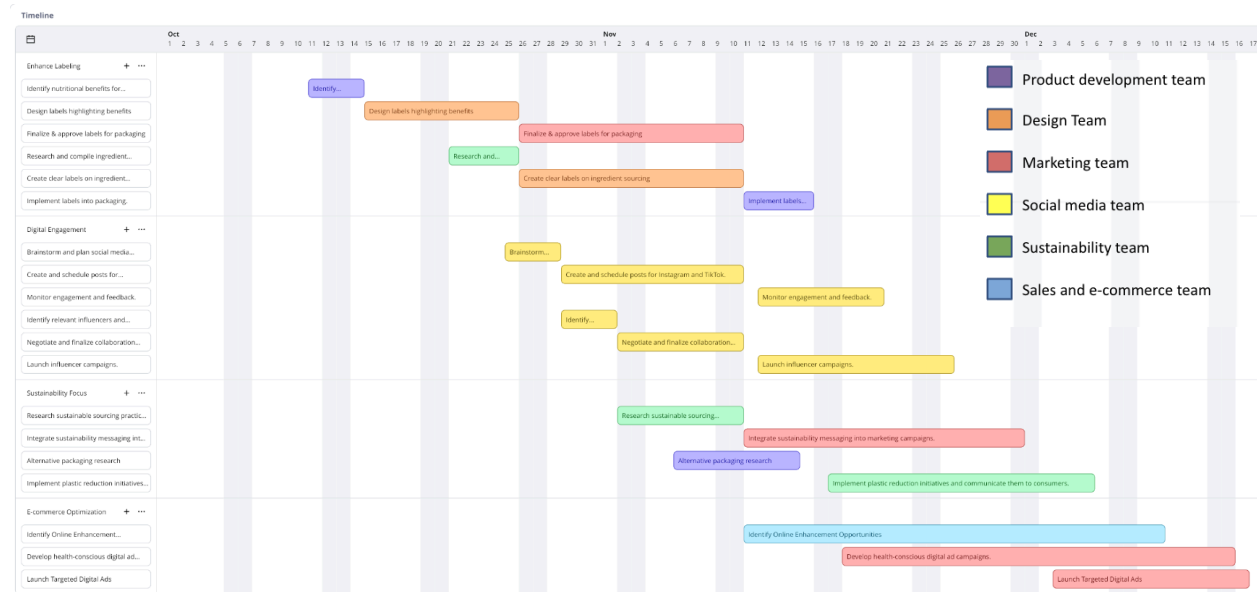
Fiscal Year	2024	2025	2026
Total Revenue	\$3,900	\$4,252	\$4,620
Cost of Goods Sold (COGS)			
Ingredients	\$1,700	\$1,785	\$1,870

Labor	\$450	\$470	\$500
Packaging & Shipping	\$100	\$110	\$120
Other Variable Costs	\$200	\$220	\$240
Total Cost of Goods Sold	\$2,450	\$2,585	\$2,730
Gross Profit	\$1,450	\$1,667	\$1,890
Gross Margin	37.20%	39.20%	40.90%
Operating Expenses			
Salaries, Benefits & Wages	\$500	\$525	\$550
Product Development	\$200	\$210	\$220
Sales & Marketing	\$250	\$275	\$300
Rent	\$50	\$55	\$60
Professional Services	\$100	\$105	\$110
Utilities	\$20	\$22	\$24
Maintenance	\$15	\$17	\$18
Office Supplies	\$10	\$10	\$11
Depreciation	\$50	\$55	\$60
Total Operating Expenses	\$1,225	\$1,309	\$1,393
Operating Income	\$225	\$358	\$497
Interest Expense	\$20	\$20	\$20
Earnings Before Taxes	\$205	\$338	\$477
Income Taxes (25%)	\$51	\$85	\$119
Net Income	\$154	\$253	\$358

Projected Sales and Marketing Expenses (2024-2026) for Campbell's Soup Division (in millions)

Sales & Marketing Expenses	2024	2025	2026
Total Sales & Marketing Expenses	\$250	\$275	\$300
- Advertising	\$110	\$120	\$130
- Sponsorships & Partnerships	\$50	\$55	\$60
- Digital & Social Media Campaigns	\$40	\$45	\$50
- Promotions & Discounts	\$30	\$35	\$40
- Market Research & Consumer Insights	\$20	\$20	\$20

9. Implementation



key initiatives across four main focus areas for our upcoming campaign: Enhance Labeling, Digital Engagement, Sustainability Focus, and E-Commerce Optimization. The timeline runs from October to December (These months are taken as a sample timeline) , showing the tasks for each focus area and the teams involved.

1. Initiation (Conception)

This stage will start with focus group meetings and marketing research to develop the product concept. A business case will then be presented to the investors. Once approved, a project charter will be generated, and a project manager will be assigned.

2. Planning (Definition)

In this stage, a cross functional team will be formed, which includes research and development (R&D), supply chain, commercial, legal, regulatory, and finances. The scope and budget will be further defined, and continuously modified as needed with appropriate change controls. A work breakdown structure will be developed to show the details and deliverables for each component of the project. A schedule, resourcing plan, communication plan, and risk management plan will be developed.

3. Execution

The execution stage involves product/service development (R&D team), partnerships negotiations (business alliance team), and the product launch marketing campaigns (marketing team). The planned product launch is January 2022, a few weeks before Valentine's Day. This date is strategically picked to take advantage of Valentine's Day gift shopping, and planning ahead of the spring gardening season. The 3 waves of marketing campaigns are designed to target spring, summer, and fall gardening respectively.

4. Monitoring and Control (Performance)

This stage will be concurrent with the execution stage. Time, scope, and budget will be monitored and controlled. Appropriate adjustments will occur through formal change control. Key performance indicators (KPIs) will be tracked.

5. Closure

The product launch implementation plan will close out with a "lessons learned" exercise within the project team, suggestions for future expansion/growth opportunities, and finally a formal report out to the key stakeholders.

Further explanation into the task sections are listed below :

- **Enhance Labeling:** We begin by identifying nutritional benefits and proceed to design and finalize packaging labels. The product development team leads, with the design team supporting by mid-October, and by late November, we expect all labels to be implemented into the packaging.
- **Digital Engagement:** Our social media team kicks off with brainstorming content ideas in mid-October, followed by post scheduling and influencer collaboration. Campaigns will launch by late November, wrapping up in December.
- **Sustainability Focus:** Our sustainability team focuses on sourcing and plastic reduction initiatives, collaborating closely with marketing to integrate sustainability messaging. Key tasks, such as research and packaging alternatives, are completed by early December.
- **E-Commerce Optimization:** The e-commerce team, alongside marketing, works on identifying online enhancement opportunities. By early December, targeted digital ads will be live, ensuring we reach health-conscious consumers effectively.

Each color on the chart represents different teams—from product development to social media and sustainability. This chart helps ensure all teams stay aligned and meet critical deadlines for a successful launch.

A sample plan is listed below with the deadlines, responsible teams and activity description.

Product Development Team

- **Activity 1.1:** Identify nutritional benefits (e.g., low sodium, high protein, organic) for each product.
 - **Start:** October 10, 2024
 - **End:** October 14, 2024
- **Activity 6.1:** Research alternatives to plastic packaging.
 - **Start:** November 5, 2024
 - **End:** November 15, 2024

Design Team

- **Activity 1.2:** Design labels highlighting these nutritional benefits.
 - **Start:** October 15, 2024
 - **End:** October 25, 2024
- **Activity 2.2:** Create clear, transparent labels that educate consumers about ingredient sourcing.
 - **Start:** October 25, 2024
 - **End:** November 10, 2024

Marketing Team

- **Activity 1.3:** Finalize and approve labels for printing and packaging.
 - **Start:** October 26, 2024
 - **End:** November 10, 2024
- **Activity 5.2:** Integrate sustainability messaging into marketing campaigns.
 - **Start:** November 11, 2024
 - **End:** December 1, 2024
- **Activity 8.1:** Develop health-conscious digital ad campaigns.
 - **Start:** November 15, 2024
 - **End:** November 30, 2024
- **Activity 8.2:** Launch targeted digital advertising and monitor performance.
 - **Start:** December 1, 2024
 - **End:** December 15, 2024

Sustainability Team

- **Activity 2.1:** Research and compile ingredient sourcing information for transparency.
 - **Start:** October 20, 2024
 - **End:** October 24, 2024
- **Activity 5.1:** Research sustainable sourcing practices and options for local farmers.

- **Start:** November 1, 2024
- **End:** November 10, 2024
- **Activity 6.2:** Implement plastic reduction initiatives and communicate them to consumers.
 - **Start:** November 16, 2024
 - **End:** December 5, 2024

Social Media Team

- **Activity 3.1:** Brainstorm and plan social media content ideas (e.g., recipes, cooking tips).
 - **Start:** October 25, 2024
 - **End:** October 28, 2024
- **Activity 3.2:** Create and schedule posts for Instagram and TikTok.
 - **Start:** October 29, 2024
 - **End:** November 10, 2024
- **Activity 3.3:** Monitor engagement and feedback.
 - **Start:** November 11, 2024
 - **End:** November 20, 2024
- **Activity 4.1:** Identify relevant influencers and nutritionists.
 - **Start:** October 28, 2024
 - **End:** October 31, 2024
- **Activity 4.3:** Launch influencer campaigns.
 - **Start:** November 11, 2024
 - **End:** November 25, 2024

Sales and E-commerce Team

- **Activity 7.1:** Identify opportunities to enhance the online shopping experience (e.g., subscription services).
 - **Start:** November 10, 2024
 - **End:** November 20, 2024
- **Activity 7.2:** Develop and implement online meal planning tools that integrate Campbell products.
 - **Start:** November 21, 2024
 - **End:** December 10, 2024

This organization includes realistic teams such as Product Development, Design, Marketing, Sustainability, Social Media, and Sales & E-commerce, all of which are critical in executing the outlined activities effectively.

10. Evaluation and Control

Campbell soup will rely on the below mentioned metrics to ensure that the strategic recommendations mentioned above are achieved in the coming years by increasing the market share by 1-2% in the coming year in the soup category and also adding new younger customers by promoting its healthier and sustainable products on digital platforms and increasing the sales via e-commerce platforms by 20%.

Objective	Targets	Potential Action/Strategy
Improve Customer Engagement	Increase unique monthly visitors by 20-30% within the next year.	Utilize SEO optimization and targeted online advertising and content marketing focused on recipes and cooking tips to attract new visitors
	Maintain a Customer Satisfaction Score (CSAT) of 80% or higher	Regularly gather customer feedback and implement changes based on feedback
	Aim for a 15-25% increase in engagement rates (likes, shares, comments) each quarter.	Create interactive content such as polls, challenges, and user-generated content campaigns on popular social media sites like Facebook, Instagram etc
Promote Healthier Options	> 30% percentage of products over next 3 years that meet health criteria (e.g., reduced sodium, no artificial ingredients)	Reduce unhealthy ingredients and develop new products that meet nutritional guidelines set by health organizations
	25% increase in consumer awareness of healthier options and sustainability initiatives in engagement through marketing campaigns.	Launch educational campaigns that promote the health benefits of new products and the company's sustainability efforts, utilizing social media and other digital platforms
Increase Online Sales	Achieve a 15-20% increase in online sales year-over-year.	Optimize the online shopping experience by improving the website's usability and speed and introduce limited-time promotions and bundles to encourage purchases.

	Achieve a 20% increase in sales of organic and healthy soup products within two years.	Market healthier options prominently and highlight their nutritional benefits, possibly through partnerships with health influencers and nutritionists
Improve Sustainability Efforts	Source 100% of key ingredients (like tomatoes and chicken) from sustainable farms by 2025 .	Partner with suppliers who meet sustainability certifications, and invest in programs that promote sustainable agricultural practices
	Reduce food waste in production facilities by 50% by 2026 .	Implement waste reduction programs
	Transition to 100% recyclable or compostable packaging by 2030 .	Research and develop new packaging solutions that minimize environmental impact, including reducing plastic use

Bibliography:

- English, S. N. & Liberty University. (2018). *Analysis of the Campbell Soup Company marketing and social media Strategy*.
<https://sarahenglish.wordpress.com/wp-content/uploads/2019/03/546-100-analysis-of-the-campbell-soup-company-marketing-and-social-media-strategy.pdf>
- Leaf Group. (n.d.). *Is Campbell's Soup Healthy?* | *livestrong*. LIVESTRONG.COM.
<https://www.livestrong.com/article/413118-is-campbells-soup-healthy/>
- Campbell Soup Company - Campbell launches next chapter of growth at fiscal 2025 Investor Day. (n.d.-a).
<https://investor.campbellsoupcompany.com/news/financial-news/news-details/2024/Campbell-Launches-Next-Chapter-of-Growth-at-Fiscal-2025-Investor-Day/default.aspx>
- Campbell Soup Company - financials - Annual reports. (n.d.-b).
<https://investor.campbellsoupcompany.com/financials/annual-reports/default.aspx>
- 2024 Consumer Food Preference Trends. *ingredion.com*. (n.d.).
<https://www.ingredion.com/na/en-us/be-whats-next/2023-consumer-food-preference-trends.html#top-10>
- Annual report. (2025).
<https://www.campbellsoupcompany.com/wp-content/uploads/2022/10/Campbell-Soup-Company-2022-Annual-Report.pdf>
- Faria, J. (2024, January 4). *Campbell Soup: Global ad spend 2023*. Statista.
<https://www.statista.com/statistics/642814/campbell-soup-ad-spend/>

Appendix

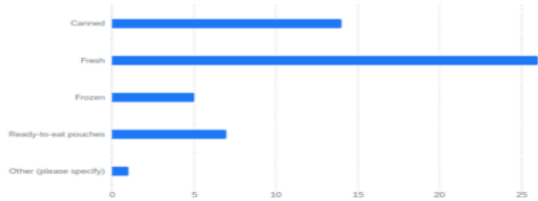
Q1 - How often do you consume soup? Percentage Count

Daily	3%	1
Weekly	47%	16
Monthly	9%	3
Rarely	41%	14

Q3 - What ingredients do you look for in a healthy soup? (Select all that apply) Percentage Count

Whole grains	21%	7
Vegetables	68%	23
Lean proteins	53%	18
Low sodium	50%	17
No preservatives	68%	23

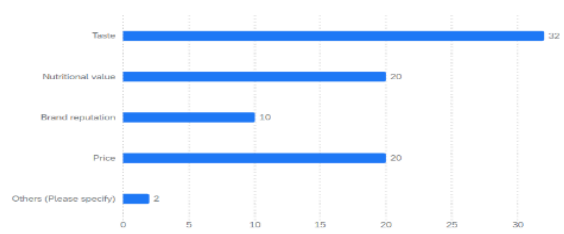
Q5. What is your preferred soup packaging format? 33 ①



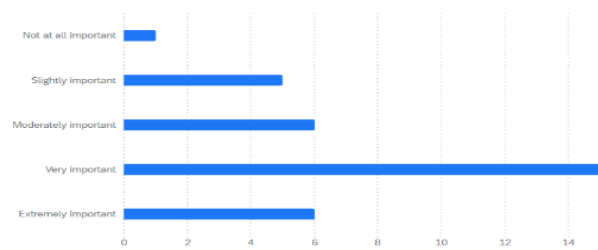
Q7 - How familiar are you with Campbell Soup products? Percentage Count

Not familiar at all	36%	12
Slightly familiar	36%	12
Somewhat familiar	12%	4
Very familiar	15%	5

Q2. What factors influence your decision to purchase soup? (Select all that apply) 34 ① >



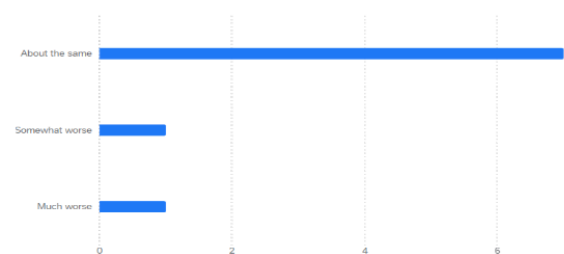
Q4. How important is the presence of transparent labeling (e.g., nutrition facts, ing... 33 ①

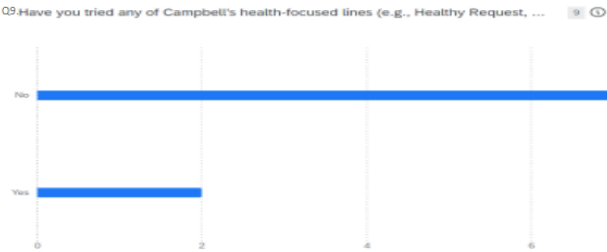


Q6 - Where do you usually discover new soup products? - Selected Choice Percentage Count

Social media	36%	12
Grocery store displays	67%	22
Online ads	39%	13
Word of mouth	33%	11
Food blogs or influencers	33%	11
Others (please specify)	6%	2

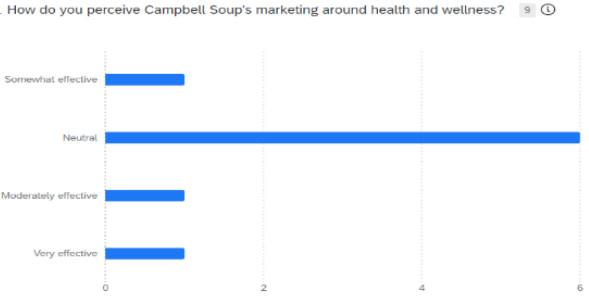
Q8. How would you rate Campbell Soup's nutritional value compared to other soup... 9 ①





Q10 - How likely are you to purchase Campbell Soup if it includes organic ingredients?	Percentage	Count
Very unlikely	11%	1
Neutral	44%	4
Somewhat likely	33%	3
Very likely	11%	1

Q11 - Which of the following attributes would increase your likelihood of purchasing Campbell Soup? (Select all that apply)	Percentage	Count
Low sodium	44%	4
High protein	67%	6
Vegan options	33%	3
Sustainable sourcing	33%	3
Gluten-free options	22%	2



Q13 - How do you perceive the pricing of Campbell Soup compared to other soup brands?	Percentage	Count
Much more expensive	11%	1
Somewhat more expensive	11%	1
About the same	56%	5
Somewhat less expensive	22%	2

Q14 - How would you describe your overall perception of Campbell Soup as a brand?	Percentage	Count
Neutral	44%	4
Positive	44%	4
Very positive	11%	1

Q15 - What is your age?	Percentage	Count
Under 18	3%	1
18-24	44%	14
25 - 34	28%	9
35 - 44	13%	4
45 - 54	9%	3
55 - 64	3%	1