

T H E N E W

Pantry

Campbell's |  group
nine

UNLOCKING BRAND LOVE: PROVIDING VALUE & COMFORT IN THE ERA OF COVID-19

The World News

WEDNESDAY, APRIL 15, 2020



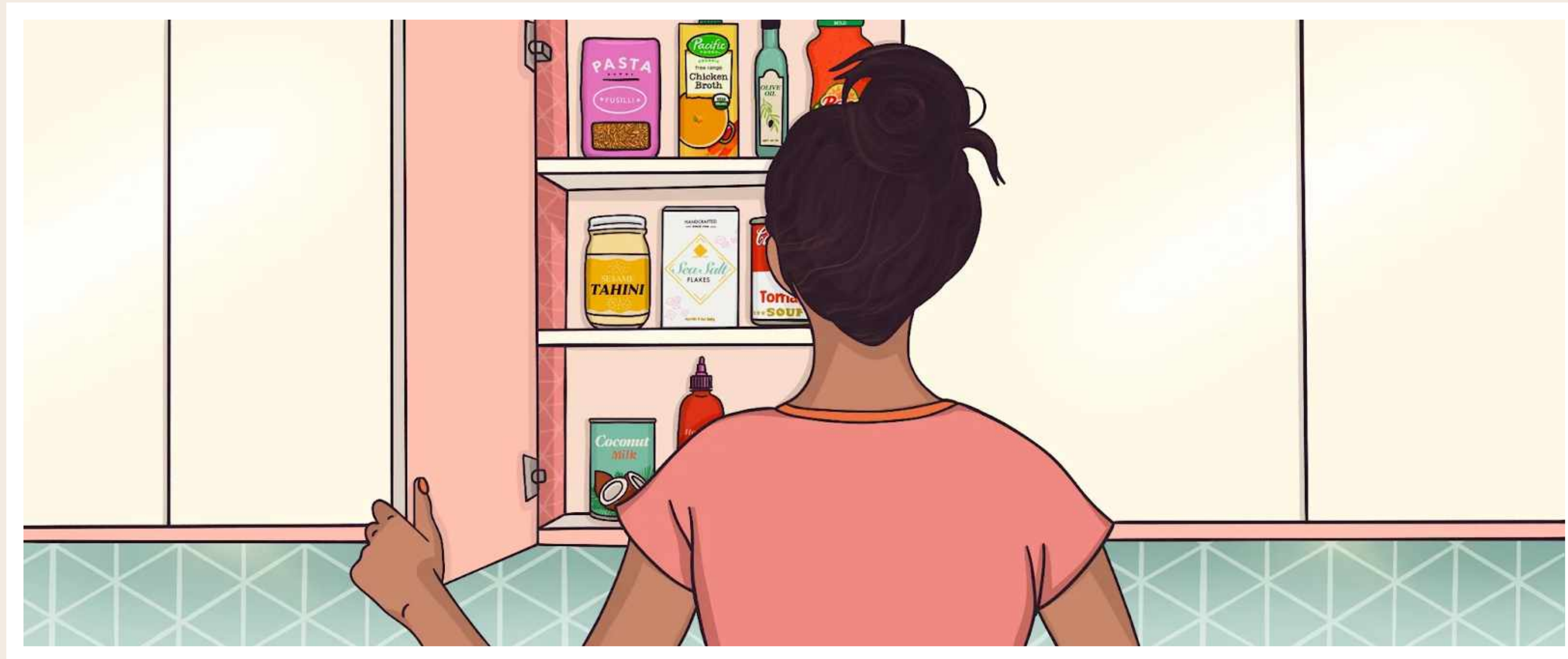
THE GOAL

Campbell's wanted to create content focused on bringing people together through food, even when they needed to be apart.

THE ASK

Bring value to customers by providing utility, comfort and relief.

Campbell's partners with **POPSUGAR, NowThis and Thrillist** to launch **The New Pantry**



**Your Ultimate Resource For
Cooking at Home Together**

“We know our consumers are cooking more often and they need new recipes and inspiration..

With this campaign, we can bring quick and easy meal ideas across the multiple platforms that Group Nine offers to provide creative solutions and make life a little easier.”

- Linda Lee, CMO, Campbell's

CULTURAL INSIGHT

57%

of consumers were spending more time cooking March-May and 38% planned to continue cooking more meals at home after quarantine.



The Adventurer



The Listener

You are . . .

The Mom

The Comedian



IN NEED OF INSPIRATION

55% of parents are feeling fatigued from cooking more during the stay-at-home order

The average respondent has cooked the same meal roughly 28 times during the last 6 months

CHANGING CONSUMER HABITS

As lifestyles changed, people wanted more recipe content.

+37% WoW

Visits to PS Food Vertical content increased 37% WoW
(3/17-3/23 vs. previous period)

People were finding creative ways to stay connected, virtually.

1 in 4 Millennials

In March, people used FaceTime and virtual hangouts to stay connected and entertained. 1 in 4 millennials in G9's audience enjoyed virtual happy hours with their friends.

People were consuming digital content more than ever.

+3.6B Minutes

Group Nine was pacing to reach its highest time spent per month ever in March, with over 3.6B mins and up 13% MoM.

Virtual escapism was at a fever pitch.

50% FB Reactions

On Thrillist, nearly 50% of Facebook reactions in March were on posts about new ways to "travel" without actually leaving the house: virtual museum tours, parks tours, concerts etc.

PUTTING INSIGHTS TO PRACTICE

We knew production was challenged during COVID



Repurposing 2019 content:

We identified existing content that felt relevant to the time so that we could “reheat” it in a meaningful way. We leveraged content from POPSUGAR's ‘Joy Night In’ campaign and NowThis video content to align with stay-at-home orders.



We knew people needed reassurance and inspiration during the stay-at-home order



Recipes to feed the soul:

We offered recipe & lifestyle content to bring audiences joy and comfort and to create an opportunity for friends and family to find “togetherness” in a new way.

We knew people were seeking personal, interactive experiences to restore a sense of normalcy



First to market opportunity:

The first virtual event G9 ever produced. We created a two-way conversation with our audience and elicited excitement by cooking with familiar talent.



Daphne Oz

Everyone finds comfort in a different way - So we created something for everyone.

1

custom
hub



2

live
virtual
events



48

custom
content
elements

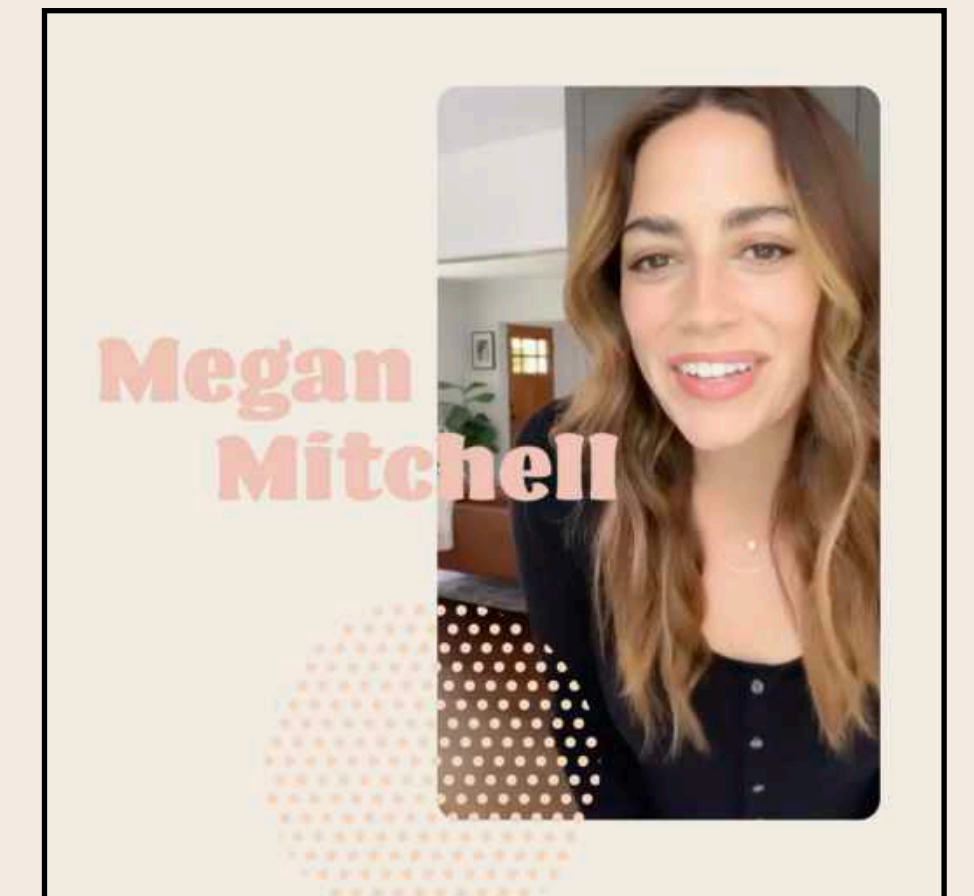
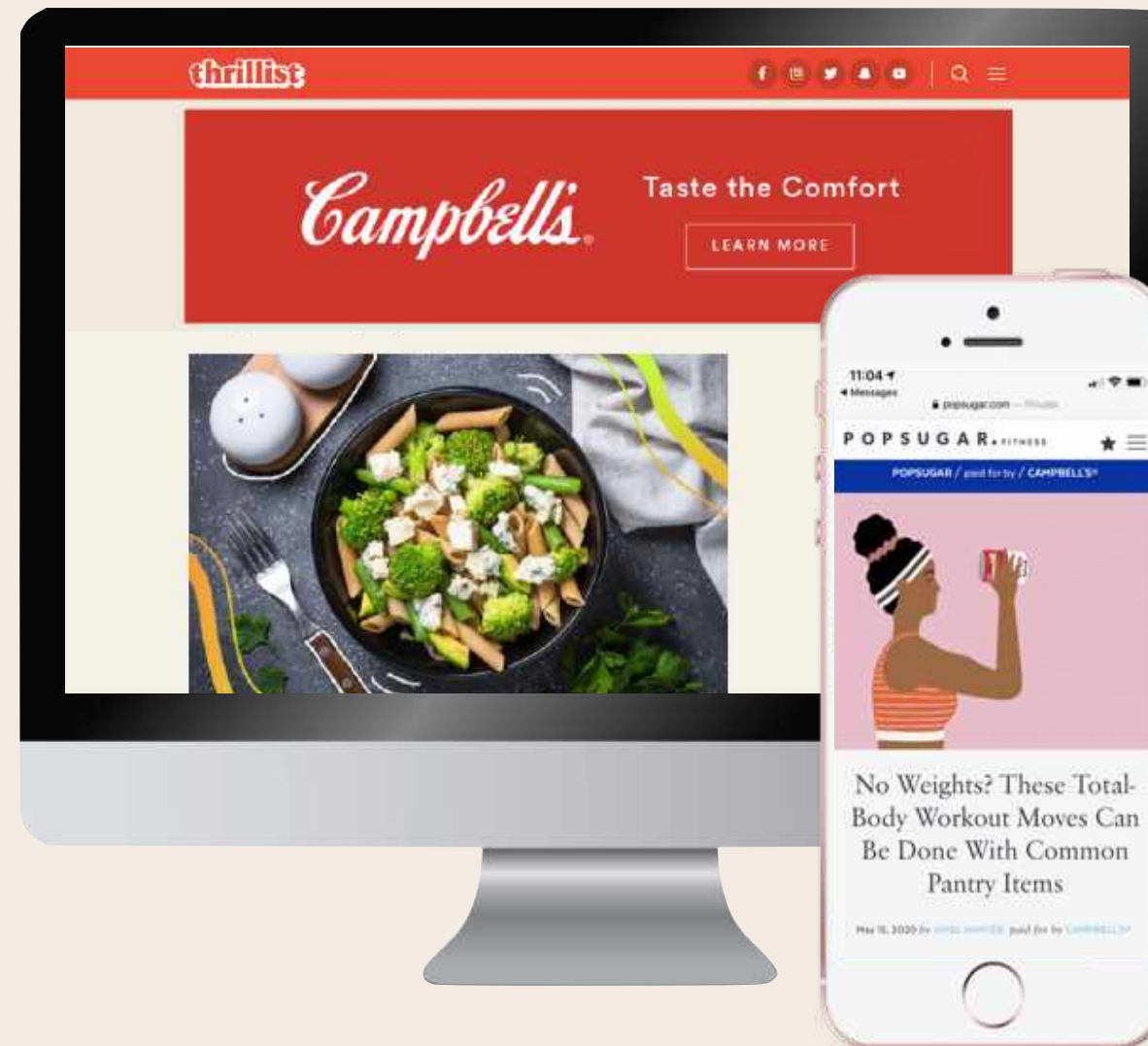
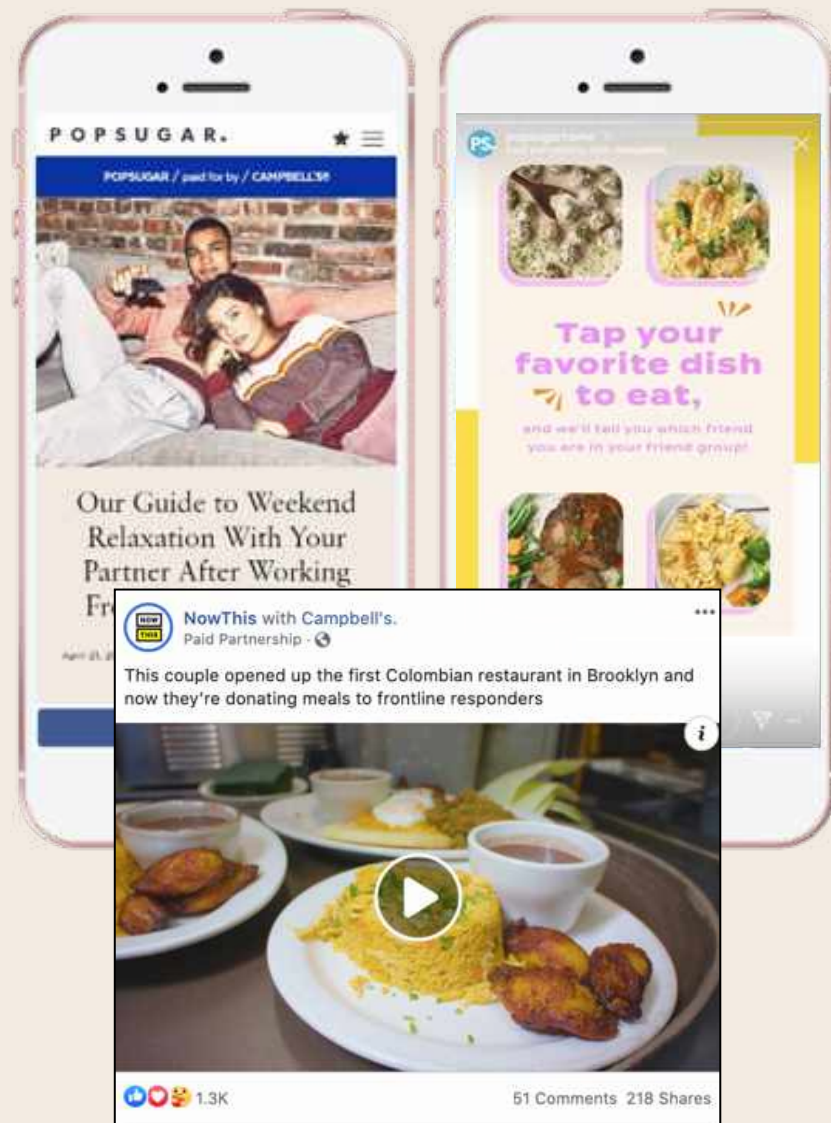


36

repurposed
pieces of
content



A 4-Phase Solution



Phase 1: Thoughtfully Repurposed Content

The first phase built on Campbell's previous content partnerships with NowThis Food and POPSUGAR to reimagine existing social, video and written assets with updated messaging.

Phase 2: Custom Content

The second phase included custom written content, in which all stories were rooted in real-time insights based on what was happening in culture. We also created Instagram Stories related to food, lifestyle and family - all shot at home to feel authentic and accessible.

Phase 3: Virtual Parties

The third phase featured influencer-hosted virtual experiences. We knew we already had an engaged audience with the PS Book Cook on FB, so we created a virtual book club that leaned into this audience. We also wanted to create a gamified event, so we created the Dinner Party BINGO Bash.

Phase 4: Refresh, Create & Amplify

To continue comforting our audience, we turned existing Instagram Stories with recipes into Pinterest Pins. We also created new custom content to address the evolving consumer habits and interests that were revealing themselves as the stay-at-home order continued.

Lastly, we created a custom pre-roll asset to drive users to our hub.

Gentle Touch Points for Audiences to Discover Products

- **Custom Articles**
- **Repurposed Articles**
- **Instagram Stories**
- **Pinterest Pins**



**Driving to
Campbells.com**
(recipe or product pages)

- **Banners**
- **YouTube Pre-Roll**



**Driving to
The New Pantry Hub**

- **Book Club Care Package**
(Virtual event gift)



Sending Product IRL

- **Dinner Party**
(Virtual event)



Sending Recipe Cards

A collage of various food items including popcorn, Easter eggs, mushrooms, and bread rolls. The items are arranged in a visually appealing way, with some items in glass bowls and others on plates. The background is a light, neutral color.

Learnings

UNLOCKING BRAND LOVE:
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IN THE ERA OF COVID-19

To be nimble and fast - leverage what you have.

By reimagining assets that already felt relevant to the consumer behaviors rising during the pandemic, we were able to launch quickly and efficiently.

You earn brand love with the right tenor and tone.

We wanted to add value to our consumers' lives with heart-warming, useful content. We didn't want to come across as opportunistic during dire times, so we used authentic messaging across social that promoted community and togetherness.

Use insights and learnings to forecast.

We leveraged our years of experience running IRL events to ensure our first-ever virtual events were successful. By considering IRL obstacles (tech, audio, audience etc.) we had a good sense of what to watch out for and did a lot of troubleshooting to prep for anything unforeseen.

THANK YOU!