



MULTICULTURAL SILVER WINNER Tasting is Believing – Progresso Soups

Client: General Mills, Inc.

Business Situation and Campaign Objectives:

Progresso Soups had been battling Campbell's for category leadership for years and, while targeting Hispanics was nothing new for Campbell's, Progresso had yet to tap into this consumer group. Progresso knew directly targeting Latinos would prove vital to drive household penetration and dollar share for the overall business.

After secondary data pulls, it became clear that a huge soup affinity existed amongst Latinos; however, According to Simmons, only 60% of Hispanic HH reported usage of canned soup and broth compared to 86% of Non-Hispanics. The fact that the Ready to Serve (RTS) canned soup category was underdeveloped with Hispanics presented a clear opportunity that couldn't be ignored.

The question became: How do we win with Hispanics and begin to steal share from Campbell's?

Business Challenge

To successfully launch Progresso Soups with Hispanic consumers to grow share and dollar volume

Campaign Objective

To build awareness and drive HH penetration amongst Hispanics, driving total business growth

Research Story:

Preliminary Learnings:

Recognizing the business potential of Progresso within the Hispanic pop, there was a tremendous amount of momentum behind uncovering the golden nugget that would launch Progresso into leadership/competitive standing. And while we had our sights set on the end goal, in the infancy of our journey the first logical step was to gain a better understanding of *what we know*.

As such, we first conducted a thorough investigation of the information we had at our fingertips - secondary and syndicated resources, historical brand documents, as well as previously conducted primary research – to help provide a preliminary understanding of Hispanics and their soup attitudes and

behaviors. The following observations were fundamental in establishing the foundation to our learning plan:

1. Hispanics have a longstanding relationship with soup.

For Latinos, soup is the real comfort food that has the ability to bring the entire family together, make/trigger memories, pick your spirit up, or even cure *la cruda* (hangover) among other illnesses. It is considered to be a hearty and healthy food that can be served for any occasion – as a meal, *merienda*, etc. In a Hispanic household, soup is consumed, two or more times a week; however, as Hispanics acculturate, they tend to eat less soup overall.

And while homemade is best, it's not always practical. As such, pre-packaged soup that looks and tastes homemade could be appealing. Ready-to-serve soups are not only perceived as a more complete meal option compared to the soup alternatives such as dry, condensed, and cup, they also possess the ingredients Hispanics more closely associate with homemade. (According to 2006 Simmons NHCS Full Year, 41% of Hispanic category users (canned soup or broth) use ready-to-serve soups compared to 19% of condensed users.)

2. RTS usage is higher among more acculturated Hispanics

As Latinas acculturate, they are freeing themselves from cultural and personal expectations brought on by traditional pressures like the “need” to cook from scratch. These women are striving to build their own model of Mom that fits with their lifestyle and as a result, are looking for convenience and shortcuts in the kitchen and currently contributing to the RTS category performance. And while the Unacculturated group is under-developed, these women are not exempt from today's “time crunch” and are beginning to accept and look for more convenient shortcuts in meal preparation.

3. Campbell remains the reigning brand.

As in General Market, Campbell's enjoys strong heritage and heavy usage among the Hispanic pop. It is a household name and a brand Hispanics claim they see advertised more. Progresso, on the other hand, while known among those aware of the brand for its homemade quality, is perceived to be more an expensive soup and not currently top-of-mind. In fact, trial of Progresso appears to be the result of an in-store “discovery” versus a pre-determined purchase.

Ultimately, while Hispanic consumers have a deep-rooted connection to soup, they lacked a connection with the Progresso brand. With the business objective of penetration – Progresso in more Hispanic households - how do we drive trial among those who do not have an existing relationship with our brand? Specifically:

What benefits/competitive advantage does Progresso have that would ensure preference over such a dominant competitor –Campbell's?

Two-phased research approach in identifying the key to unlocking growth:

Phase I: Venturing to the “Edge” Qualitative

Knowing we needed to pinpoint viable brand benefits, we wanted to first understand the furthest reaches of what is possible and what is true with regards to the product experience. In doing so, we ventured to “the edge”. The edge allowed us to look at the behaviors and attitudes of a small number of people, our Progresso Soup Users, that might be made into the behavior or attitudes of a larger number of people, the broader canned/pre-packaged soup population. By focusing on our users of the brand allowed us to find deeper insight into the motivations for purchase and the real reason why they love Progresso.

Groups were conducted among Partially Acculturated medium to heavy Progresso users, who are primary purchasers of groceries in the household. Additionally, we provided stimuli, hypothesized insight and benefit/positioning territories to provoke reactions and response.

Phase II: Attitudes & Usage Quantitative Study

Our second phase of research aimed to validate our qualitative learnings on a broad scale. Would Homemade Taste hold up across other acculturation levels and against other benefits? Would the broader population reflect the same need stands and benefits identified in our qualitative research and? Additionally, we were able to confirm, on a large scale, current perceptions of Progresso compared to Campbell’s.

A hybrid methodology was utilized, recruiting Acculturated and Partially Acculturated Hispanics online and Unacculturated Hispanics offline at central locations in major Hispanic markets – Los Angeles, New York City, Chicago, Miami and Houston.

Cumulative takeaways/insights that drove our communications strategy:

- *Hispanic soup popularity driven by all family appeal; however, this is compelling benefit the brand currently lacks.*

Coming out of the qualitative, it was clear that Hispanic consumers’ usage of Progresso was substantially different from the non-Hispanic in terms of who eats it, when it is consumed. Where 90% of non-Hispanic consumption is among adults, Hispanic consumption is evenly split between adults and kids.

- *Beyond convenient, it’s got to deliver on homemade taste.*

- *Progresso is the closest you’re going to get to homemade.*

Homemade taste was the key benefit offered by Progresso that was ownable and differentiated. While it cannot claim to be completely homemade, its ingredients- big chunks of meat, past, and vegetables – were key indicators of “like homemade taste”, increasing believability. This not only helped crystallize our unique, cultural insight, but also rally the team behind a single-minded organizing idea.

Strategic Direction:

Simply stated: *No podrás soltar la sopa.*

Creative Description:

Target Audience:

A bicultural Latina living in both the mainstream and Latino worlds. She works outside the home and balances her own busy schedule with that of her husband and children. Her biggest priority is her family, and she does her best to ensure that everyone is eating well. However, she doesn't always have the time to spend hours in the kitchen.

Media Plan:

Seeking to test the impact of communicating this new positioning to Hispanics, the initial investment consisted of a media plan of 8 weeks Hispanic Network TV exposure with heavy weight to measure success.

Sampling with in-store demos took place throughout the TV plan.

Creative Executions

"News" (:30) TV Ad

The ad opens on a Progresso Trialist who begins to reveal something buzz-worthy. Once our hero introduces the product to the trialist, she is convinced that our hero slaved over the soup all day given its great taste and quality of ingredients. The Trialist becomes so enthralled in Progresso's great taste that she completely forgets to reveal the buzz she was so eager to share.

In-Store Collateral

Progresso partnered with retailer, HEB, in key Texas markets. The bilingual creative included a flyer with high-value coupon, display pallet, table card, button and shelf talker POS. All elements were created with the key Progresso brand colors and focused on the quality ingredients of the soup while telling consumers they could take home the taste of homemade soup.

Business Results:

Business Challenge:

- Growth in the Total Wet Soup and RTS category among Hispanics is outpacing the total U.S. While Progresso Wet Soup Dollar Volume was up 1% for the total US after the campaign, Hispanic specific Dollar Volume was up 6.8% -- over half of total Hispanic category Dollar Volume (3.2%).
- Progresso RTS dollar volume growth has outpaced the category (+3.4%) among Hispanics while Campbell's dollar share declined.

Campaign Objective:

- Upon completion of the campaign, Progresso is the #1 RTS brand among Hispanics and continues to grow (Nielsen).

Progresso has committed to continuing its investment with Hispanics as an overall business driving strategy. Despite the strong gains in HH penetration after the campaign launch, Progresso continues to focus on the opportunity to overtake its key competitor in Hispanic HH penetration: (37.6%) vs. Campbell's (44.6%).