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**LADAINIAN TOMLINSON CONQUERS A HARD DAY OF WORK IN  
THE LATEST *CHUNKY*<sup>™</sup> SOUP ADVERTISING CAMPAIGN**  
*Chunky Soup Moms Go From Feeding NFL Sons  
to Feeding Communities Nationwide*

**CAMDEN, N.J., August 28, 2008** – Mowing the lawn, pleasing their boss and spending time with the kids are just some of the routine tasks that hard-working men and women face every day. In the latest installment of the famed *Campbell's*<sup>®</sup> *Chunky*<sup>™</sup> soup advertising campaign, one of the NFL's most dominant offensive forces will do just the same. San Diego Chargers running back and former league MVP, LaDainian Tomlinson, tackles his own workday while refueling on *Campbell's Chunky* soup in the appropriately titled "Working Day" campaign, set to launch during the NFL's Kickoff weekend, beginning Thursday, September 4, 2008.

**Campbell Soup Company (NYSE:CPB)** is marking *Chunky* soup's 11<sup>th</sup> year as an NFL sponsor with a new game plan for its advertising campaign – the first time in a decade that the campaign will focus on one marquee player. LT, who is starring in the *Chunky* soup campaign for the second consecutive year and is considered to be a hard-working "everyman" on and off the field, is the sole focus of the 2008-09 advertising. The campaign communicates making the right food choices for yourself, using the new tagline of *Fill Up On The Good Stuff*<sup>™</sup>.

"Hard-working men and women know that they can look to a soup like *Chunky* Beef with Country Vegetables to get satisfied with lean meat protein and hearty vegetables," said *Campbell's Chunky* soup Brand Manager Doug Brand. "LT prides himself on making smart decisions in his 'office' and at his kitchen table, and we've found that consumers want to do the same for themselves too."

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### *Chunky soup launches new campaign...Add One*

“Working Day” is set in LT’s office -- 100 yards of grass in a packed stadium -- where he’ll put in a hard day’s work facing run-ins with co-workers (defensive players), pleasing his boss (Coach Turner) ... not to mention getting noticed by the people ‘at the top’ (fans), all before he refuels on the lean meat protein in *Chunky* Steak ‘N’ Potato soup. Chargers’ head coach, Norv Turner, will also make his acting debut in “Autograph” as LT’s boss – a job he knows well.

The “Working Day” advertising campaign consists of two :30 and three :15 broadcast spots, as well as print, radio and online advertising. In addition, “Working Day” ads featuring *Chunky* soup also will be seen on outdoor posters peppering construction sites in Detroit and Washington D.C., emphasizing the hard-working theme of the campaign.

The *Campbell’s Chunky* soup “Working Day” advertising campaign will introduce the new trademark, *Fill Up on the Good Stuff*, which delivers the message that *Chunky* soup offers many varieties, such as Classic Chicken Noodle or Steak ‘N’ Potato, both made with lean meat protein. The campaign will also continue to leverage the company’s 11-year NFL sponsorship, and “big-hearted” nature of the brand.

The creative for the “Working Day” advertising is being handled by Young & Rubicam, New York, which enlisted the talent of noted commercial director, Kinka Usher, of *House of Usher*, to produce a visually explosive campaign. Usher utilized computer-generated graphics and unique camera angles to create dynamic, visually intensive and precise shots to deliver the “in your face” images that simulate LT in his work environment.

### **NFL Moms Sack Hunger**

“In the last 10 years of *Chunky* soup advertising, you’ve seen moms making sure their NFL sons were filling up on the good stuff in *Chunky* soup,” said Brand. “Now, mom has taken on even bigger responsibilities, We’ve teamed up with 35 moms of NFL players to ensure community food banks around the country are sufficiently stocked.”

NFL moms, who have helped deliver *Campbell’s Chunky* soup to their sons and consumers nationwide, will now tackle hunger across the country in the *Campbell’s Chunky/NFL Tackling Hunger* program. By expanding the program and enlisting the biggest roster of NFL moms in history, *Chunky* soup, in partnership with the Professional Football Player’s Mothers Association, will help raise much needed food donations for Feeding America food banks nationwide.

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*Chunky soup launches new campaign...Add Two*

For more information on *Campbell's Chunky* soup and the "Working Day" campaign, please visit [www.chunky.com](http://www.chunky.com).

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### **About Campbell Soup Company**

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup, baked snacks, and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including "Campbell's," "Pepperidge Farm," "Arnott's," and "V8." For more information on the company, visit Campbell's website at [www.campbellsoup.com](http://www.campbellsoup.com).