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Final Submission

Campbell’s Soup Company Analysis

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Executive Summary

Campbell’s Soup Company is a 144-year old company which has been successful in the past for its “old way” of thinking, branding and marketing. Campbell’s Soup overall key features and business plan have never really been affected and have never needed to make major changes to its product/s in its target market. Currently, with our new modern generation of people who only consume “healthy eating” and “organic and fresh products”; Campbell’s has had to outline new strategies and key features to unlock its purpose, potential and performance among the competition in their target market (Business Wire, 2016). Led by CEO Denise Morrison with the help of her executive team; Campbell’s has outlined a new plan to implement a “new way” of thinking which will result in a huge change in Campbell’s Soup Company. After being CEO for eight years, she has come to realize that the only way that Campbell’s can remain at the top against its competitors, is to outline key strategies that will cater to the new generation’s wants and needs. Denise Morrison’s key features of her new business plan include as follows: elevating the consumers’ trust through real food, transparency, and sustainability; building of digital ad e-commerce capabilities; rebranding and repackaging; continue to diversify Campbell’s portfolio in health and well-being with fresh, organic and healthful foods; and expanding Campbell’s presence in the developing markets (Business Wire, 2016). Over the past years, Campbell’s has taken bold steps and methodical steps to reposition themselves to remain profitable and sustainable against their top three competitors in the market today: General Mills, Inc.; Kraft Heinz Food Co. and Mondelez International, Inc. If Campbell’s Soup Company continues to relentlessly improve itself as a company, their food, and their business (Business Wire, 2016); the new generations of consumers will gravitate towards their product/s and will improve company growth.

This module polishes the final project and includes the creation of an executive summary. This summary summarizes branding strategies as well as the marketing and management analysis for the business.  Some of the key points may include the following:

* The need/problem
* How the company will solve it?
* Details of the target market
* How the company’s solution differs from that of the competition?
* Future expectations, goals, or milestones

Branding and Idea Context

Campbell’s Soup Company for decades has been known for their traditional American “Processed Foods” (Fast Co., 2017). The last thing you would expect is for the brand to be associated with real food (Fast Co., 2017). But that’s exactly the transformation that the company has brought about under the leadership of Denise Morrison (Fast Co., 2017). Once Denise Morrison took over as CEO, her goal right away was to change the conversation to focus on food served at family tables (Fast Co, 2017). “Now as a company we’re talking more about what’s in our food and how it’s made,” Morrison says (Fast Co., 2017). “And we have a philosophy that our brand should be something we’re proud to serve at our own tables.” (Fast Co., 2017). Denise took a team of employees, people she had never met, and asked how Campbell’s Soup played a role in their lives. People starting to give real examples and began personalizing their stories, for example: every year a mother and her kids have Campbell’s Soup together after they go sleigh riding, it’s a tradition. Once Denise started to hear these stories, she realized from then on, that they were in the business of creating, “Real food that matters for life’s moments,” (Fast Co, 2017). This has been Campbell’s Soup Company’s purpose or mission since. Also, Campbell’s slogan or motto used to be “Campbell’s soups are Mmm…Good, but now that has changed as “Campbell’s Soups are Real...Real Life. (Campbells, 2016)”.

Since Denise now had a new mission for the company, she needed to implement a new business plan with key strategies that would demonstrate the vision and values it must offer to the new generation consumers. These new strategies consisted of changing Campbell’s food philosophy from processed to real and the continuing to diversify Campbell’s portfolio in health and well-being with fresh and organic food. Denise is more interested in proving to the consumer that there are real healthy ingredients, non-GMO, non-chemical, and organically grown ingredients. Denise made a huge purchase of Bolthouse Farms as CEO to ensure her consumers that she is using real farm-based food products, not chemically-enhanced made food products. She has also tried to make sure food is made with recognizable ingredients and has put in a plan to hopefully be able to remove a lot of the artificial colors and flavoring if it can be helped. Campbell’s Soup is responsible for a lot of different product/s not just soups and processed quick meals such as Pepperidge Farm- cookies, gold fish, pretzels and crackers; V8 drinks-fruit juices and vegetable juices; Bolt House Farms –organic baby food; protein milk and powders; Campbell’s Fresh-juices, dressing, salsas, produce and deli products and Kjeldsens brand overseas in China (Business Wire, 2016). Improving the quality of food will gain the trust of the generational consumer and show them that Campbell’s Soup Company acknowledges and understands the wants and needs of the new healthy consumer.

Expanding Campbell’s presence in the developing markets and existing markets will increase efforts to distribute and introduce the new “real food” products. Business analysis’s can be conducted and it will determine how the international consumers feel about the new business plan. Since there are economic, political and cultural differences between Campbell’s home market and international markets such as China, the expansion of Campbell’s presence will allow for more constructive criticism on how to improve profit and sustainability internationally. This is a necessary effort on Campbell’s end because expanding its market will help them to be competitive as well as carry out their mission, values and vision not only nationally, but internationally as well.

Lastly, increasing the digital and mobile advertising to produce more advertisements, emails, apps, billboards, commercials, and newspapers or magazines is most effective when it comes directly to the consumer. In 2016, digital and mobile advertising cost increased from 19% to 40% (Business Wire, 2016). This was necessary because all of Campbell’s competitors in its market were digitally advanced. This was the only way to compete with them. Denise wanted to completely revamp the old Campbell’s Soup cans and get rid of the old packaging showing boring red and white. The rebranding of the products carry’s the company’s values of real and positive. Today each soup package or can, underneath the scripted Campbell’s logo, states a direct action that can affect the consumer today such as “Campbell’s mends broken hearts or brightens rainy days (Johnson, 2016).” Campbell’s is sending out messages of positivity to the consumer, showing a unique and retro image on the packaging. The consumers each get a unique experience each time they purchase a product. This new brand is reaching out to the consumer in a much more positive and personal way than the last. In my opinion, it’s a brilliant idea that none of the other competitors have yet done it. It places Campbell’s above its competition regarding their consumer appreciation.

Defining Product / Service Need

Campbell’s Soup Company has been around for 144 years and their old market targeting the all-American families. It was for the families with the stay at home moms and the kids who would be home and play outside. Since Denise Morrison has taken over as CEO, she has made sure to completely target a much different target market. This target market is a new modern generation known as the “millennial” targeting America’s younger, more mobile population (McConnell, 2012). This new target market is a generation of Americans who all work and are on the go people, who are health conscious, and are looking to change their lifestyle from switching from processed unhealthy food to real food. In addition, America is comprised of various ethnicities so Campbell’s is also trying to target those consumers, by producing new and assorted flavors for its new products. Campbell’s divides its operations into four areas: North American products including Canada (64%) , Latin America and Caribbean including Mexico (8%), Australia and Asia-Pacific region based (13%) and Europe (15%) (Vault, 2016).

The different product/s that Campbell’s makes targets different consumers and markets as well. For example, Campbell’s has purchased Bolt House Farms which targets the baby food market because Campbell’s makes organic baby food. This is a totally new target market that has had to introduce to the consumer. They have Plum Organics which is their new healthy organic line of products targeting the healthy; or health conscious target market. Also, Campbell’s Fresh is the “real food” product line made with natural ingredients from the Bolt House Farms. There are no processed ingredients and this is targeting the old Campbell’s market, by reintroducing the “new” Campbell’s products. Denise Morrison had mentioned that “any decision-making authority will be based off the sole purpose of “real food that matters for life’s moments” (Fast Co., 2017). She will always make a powerful decision based on that idea based on the needs and wants of the new generation consumer. Any other demographics such purchasing power or other factors affecting the product/s appeal to customer’s, will and is 100% based off that statement. Denise acquired Bolt House Farms for $1.2 billion dollar and that purchasing power was strictly derived from using the real ingredients from the farm to make the real food for her consumers. All the 32 new products that have come out in 2016, have incorporated new flavors, new fresh ingredients, non-GMOs, less chemicals and have been rebranded and packaged all because Denise had applied that statement in all her affairs nationally and internationally for Campbell’s new potential consumers. The only other behavioral or psychographic characteristics that might target the purchasing decisions for Campbell’s could potentially be an international country’s cultural or economical beliefs or issues. For example, China may have a completely different target market than the U.S., maybe they might not be as health conscious or into organic food. Then that might play a part in making huge purchasing decisions on either end. The new products that Campbell’s has produced were specifically designed to meet the wants and needs of the target market. The key features the target market would find appealing are the real food, not processed approach. That is the biggest key feature because it shows that Campbell’s is serious about making a change within its company. Campbell’s shows that their consumers want and needs are the most important and are what comes first. They are trying to gain the trust of the new target market and want to show them that they can provide them what they need. Secondly the digital key feature including the rebranding of the new Campbell’s logo and packaging are extremely appealing to the new generation and it shows that this target market is the best strategic choice for the success of the new Campbell’s Soup Company.

Pricing

In 2016, Net earnings attributable to Campbell Soup Company included the following:

|  |  |  |
| --- | --- | --- |
| (dollars in millions, except per share amounts | 2016 | 2015 |
| Results of Operations (Variable Costs) | 0 | 0 |
| Net Sales | 7,961 | 8,082 |
| Gross Profit | 2,780 | 2,782 |
| Percent of Sales | 34.90% | 34.40% |
| Earnings Before interest and taxes | 960 | 1,054 |
| Net earnings attributable to Campbell’s Soup Company | 563 | 666 |
| Per share-diluted | 1.81 | 2.13 |
| Fixed Costs |  |  |
| Net cash provided by operating activities | 1,463 | 1,182 |
| Capital expenditures | 341 | 380 |
| Dividends per share | 1,248 | 1,248 |
|  |  |  |
| \*\*(Campbell’s Annual, 2016) |  |  |

\*(Campbell’s Annual, 2016)

The graph shows Campbell’s overall financial history from the year 2015 to 2016. The variable costs were the costs that affected the changed in net sales and gross profit. The fixed costs were the costs that remained constant not affecting a change in profit or sales quarterly or yearly. Overall, 2015 had higher numbers in every category and was a better year for Campbell’s than the year 2016. In 2016, the percent of sales increased as well as capital expenditures and the dividends per share remained the same. I believe Campbell’s produced less in sales and gross profits because this year was the year the business plan was put into place. Campbell’s is implementing these new key features and are using a lot of money to do and they aren’t getting that back right away. It’s going to take some time for the consumers to buy the new products and appreciate the new route that Campbell’s is moving towards. The competitors pricing is less than that of Campbell’s’ in general just because Campbell’s leads its competition. However, in the future if Campbell’s new business plan does not do as well as expected, there is a lot of money to be lost. This could be a potential problem because its competitors could pose a threat of loss of the top spot in their market. When it comes to how much Campbell’s new target market would potentially be willing to pay for its new products depends upon the specific product, what store it is in and the economical state the consumer is currently in. For example, if a mother is looking for organic baby food and she finds Campbell’s new baby food product and it is expensive, I think she might buy it. If you are looking to find organic, quality food with real ingredients, non-processed, the consumer must realize it is going to be pricier than the normal baby food on the shelf. However, if there is a consumer in Wal-Mart who is looking for a few cans of tomato soup, that consumer is not going to spend a high price on tomato soup when next to it on the shelf are other brands that are cheaper. But Campbell’s already realizes this process and they have it taken care of already. When they go up against their competitors, they know that on the shelf in Wal-Mart next to their product are other generic products cheaper. They mark up the price by 20-25 % higher than the competitor or generic brand. The thought process behind this, is that the consumer usually knows that Campbell’s is a much higher quality product, so if it’s not that much more expensive than the generic, why not pay that extra 20-25% and get the better quality (McGuire, 2016). This is considered premium pricing strategy (McGuire, 2016) and this is typically their pricing strategy that Campbell’s uses to sell its products. It’s smart and competitive and is very appropriate when it comes to pricing its products for its target market.

Strengths, Weaknesses, & Core Competencies

As a large and highly competitive company, Campbell’s Soup must constantly be considering its next move to stay at the top of its market. To consider what its next moves should or will be, typically a strategic plan know as a SWOT Analysis is performed. This strategic plan analyzes the company’s overall Strengths, Weaknesses, Opportunities and Threats which will allow them to see what has been effective and what hasn’t been in the past year for the company. Its plan's strengths and weaknesses are factors within the company's control (McCormick, 2017). The SWOT Analysis is a powerful tool to use because it can really prove a company’s tangible and intangible strengths relating to its new products on the market and show where weaknesses lie within them as well. A company can then work to make the most of its strengths and eliminate the weaknesses. Opportunities and threats, on the other hand, are external factors within the community that could affect the project's success (McCormick, 2017). The company does not have much control over these situations (McCormick, 2017). In Campbell’s case, the consumer trends, its branding and the global marketplace are all factors that are going to affect its opportunities and threats. But if the SWOT Analysis is performed yearly with specific updates and changes affecting the company, good or bad; Campbell’s will be learning and growing from the analysis and will succeed.

SWOT Analysis: Overview

A SWOT Analysis is a competitive analysis that analyzes the Strengths, Weaknesses, Opportunities and Threats facing a business (Big Commerce, 2016). An honest SWOT analysis helps a retailer identify what product or service is doing well, where it can improve, and where it fits in the competitive market amongst its rivals (Big Commerce, 2016). Performing a SWOT analysis helps a company understand its business by presenting a viewpoint of the company's operations from a different angle (Big Commerce, 2016). Because Campbell’s is a multinational company, SWOT Analysis’ can be performed for every sector within the company such as Plum Organics, Pepperidge Farms or Campbell’s Soups, just to name a few. A SWOT Analysis was performed on the newer product lines that Campbell’s has come out with recently which are the new soups that made with organic and fresh ingredients. These soups and simple meals have been created to be healthy and cater to the new millennial consumer. These products are not the old “processed foods” that Campbell’s was once known for. They are now “real food for real life matters (Campbell’s, 2016).” These new products incorporate fresh, organic ingredients, have omitted artificial flavoring, chemicals, non-GMOs, and they are low in sodium. The low in sodium feature sets them apart from the rest of the competitors. No other company has yet to do that. This enforces to its consumers how serious Campbell’s’ is to ensure their needs and wants are met. Their health and wellness matter to them and they are showing that by the new products that are coming out to the market.

Resulting from a SWOT Analysis being performed, Campbell’s determined what its strengths, weaknesses, opportunities and threats were after launching their new healthy product line. The strengths mentioned were: steady sales figures over the last few years since Denise Morrison has been CEO (Food and Bev., 2016); Substantial Market Share in Retail Sales of U.S. in the Wet Soup category (Food and Bev., 2016); Promising breakthrough innovation for Plum Organics and Branding (Food and Bev., 2016) and Low production costs due to large size of the company ensure that prices 20- 25% higher than generic brands while maintaining a high level of quality (Food and Bev., 2016). Its weaknesses mentioned were; Gross margins that were impacted by cost inflation (Food and Bev., 2016); Rise in raw material costs and gas prices (Food and Bev., 2016); Cost of purchasing Bolt House Farms and having to make debt in other areas and competitive soup market and demanding consumer needs (Food and Bev., 2016). The strengths and weaknesses affect each other. If something changes either way, they will either change negatively or positively because they are cause and effect of each other. The opportunities and threats come later and are a result of the strengths and weaknesses. The opportunities mentioned were: Stabilizing and then profitably growing its North America soup and simple meals business (Food and Bev., 2016); Expanding and emerging in international markets (Food and Bev., 2016); Continuing to grow its healthy beverages and baked snacks businesses (Food and Bev., 2016); and Leveraging on the initial success of Bolt House into Campbell’s business for future growth and success (Food and Bev., 2016). The threats mentioned were: Growing share of private label in soup market, it may affect pricing structure of Campbell’s products (Food and Bev., 2016); Low adoption rates of new products, it might lead to heavy promotional and marketing spends which will reduce margins (Food and Bev., 2016); Laws and regulations on the safety of meat products and canned products (Food and Bev., 2016); and the lack of consumer demand or want of new products.

SWOT Analysis: Emerging Consumer Trends

Campbell’s Soup has based their new products strictly from the emerging consumer trends. Once Denise Morrison became CEO, she realized that the only way Campbell’s can change is if Campbell’s put forth the effort to get to know the “new millennial consumer.” Every decision that she had made to change the old thinking of Campbell’s was based on the wants and need of the consumer. The new consumer trend is all about healthy! The old Campbell’s made processed food that was quick and easy to make and tasted delicious. But it was filled with chemicals, high amounts of sodium that later showed it being a culprit to high blood pressure, and artificial flavors. Back then when the old processed foods were acceptable, the consumers want and needs were much different than now. There was no talk of cancer, diabetes, or obesity, people were fine and ate what was there. Now there are these problems that are caused directly from the food we consume, that now society and the consumers want to be healthy. But that doesn’t mean that they have the time to cook well-nourished meal for their families after a long day of work. That is what Campbell’s job is for. The consumer is still expecting the convenient product with the home good feel that Campbell’s is known for. Except this time, the new millennial consumer would like their product made healthy, with fresh and organically grown fruits and vegetables, no chemicals, non-GMOs and low in sodium. Campbell’s has listened and their products provide all the above. She has also made a statement to her consumers how serious she is about making Campbell’s Soup a healthy company, when she made the bold decision to purchase Bolt House Farms. This was proof that she could get her ingredients from their own farm; no other competitor went and made a bold move like that. Denise has also realized the diversity of the consumers today. They are young and old, of different ethnicities and she has used that to her advantage as well. Her products reflect flavors that represent different backgrounds or ethnicities, for example, there is a certain flavor that has been made for the Indian culture. She has done that with Spanish, Italian, Greek, Chinese and different regions of the US and world. She has tried to invite Campbell’s Soup products into every one of her consumers’ hearts regardless of where they came from. She has done that as well with the branding of her products. Each product has different branding that is relative to what it is. The classic red and white is quickly being replaced by contemporary designs to reach the younger consumers, and the new colors are to reach anyone and everyone who find them warm and inviting. Denise has also thought that bringing positivity to her consumers every time they purchase a product would slowly but surely build a relationship with them and make them have a better experience purchasing Campbell’s instead of any other competitors’ product. For example, on the soup cans there are positive and inspiring quotes that are different on each, so each consumer will each have a different quote and experience. That’s exactly how Denise wanted Campbell’s to change for the better for her new emerging consumer.

SWOT Analysis: Ethics

Campbell’s Soup has spent a lot of time and money rebranding and marketing their new products. Campbell’s Soup Company is made up of many different sectors or brands that make up the entire Campbell’s brand such as Plum Organics, Campbell’s Soup and Simple Meals, Pepperidge Farms and V8 vegetable and fruit juices just to name a few. Each brand or sector has their own branding for those specific products. For example, Pepperidge Farms pumpkin cheesecake cookies will not have the same brand or packaging as a can of chicken noodle soup, even though it’s still a Campbell’s Soup product. Ethical violations may occur separately for each brand because the violations are not the same every product. Of all Campbell’s Soup products, the ethical violations that would occur would most likely be the soups and simple meal brands. I say this because those products have meat products that can get contaminated, vegetables that can go bad, and there may be a violation with old packaging or expiration dates. The same violations go for the Plum Organic baby foods as well. Surely, there are ethical violation that may occur that might not reach specific standards occasionally. Campbell’s is a company that has made a change for the better. Since they have done away with chemicals, non-GMOs, high sodium and artificial flavoring, examples that all have been proven to be unhealthy, they have become more aware of being ethical. They have made positive changes throughout, so that lessens their violations of ethical conduct and code. If they were adding more chemicals, and making products less unhealthy, I could see how unethical they would be. Campbell’s was very unethical before, since they made changes they are not conducting any unethical behavior and business is as strong as it’s ever been.

SWOT Analysis: Affect

The department of branding and operations at Campbell’s Soup oversees different brands within Campbell’s. There is a lot to organize and strategically plan for each brand. Organizational structure in Campbell’s is necessary. Denise put that into effect immediately once she became CEO. She made a team below her called the Executive team that is divided by North America Products, International Products and Pepperidge Farms. Under the executive team there are more organizational structures within which serve a purpose for management to run as smoothly and effectively as possible. Each department has a lot to handle when it comes to branding for their specific products. But the overall factor that must be considered for each department is “what are the needs and wants for the consumer when it comes to this specific product?” The consumer is what drives this company to do what they do and makes it successful or not. The use of the new Bolt House Farm is a factor that can help for the branding because it shows the real ingredients that Campbell’s must incorporate into the new products. Ultimately, the company is so large that problems will arise between departments, but Campbell’s is so organized and have done this for so long that I feel if they continue to learn from the consumer wants, needs and feedback; they will be more successful than its competitors.

Core Competencies

Campbell’s Soup Company has a lot of aspects that set them apart from their competitors. I know I constantly bring up Denise Morrison’s name, but without her knowledge and drive, Campbell’s would not be the company it is today. This company has really put forth the effort to entirely change and really make the consumer the most important part of the company that matters. Denise came into office and she knew what she wanted to do within this company. The new millennial customer was her focus and she made it everyone else’s in the company as well. She knew that she had to reach them to go about making any change. The core competencies that Campbell’s possesses are the importance of the consumer. The Campbell’s change is all because of them. The new products have been healthy, fresh and organic, yet still quick and easy for families who have to work and new flavors and packaging has been made. They have touched the hearts of their consumers. Not only have they provided new products for them, but Campbell’s allows its consumers to email the company and give feedback about the products and branding. They can send in their own recipes, give feedback about flavors and what works and what does not, and provide feedback about packaging of the new products. Campbell’s gets feedback directly from the consumer and it makes the consumer feel that Campbell’s really respects their insights and opinions about the new products. This allows Campbell’s to stay ahead of their competitors and hear any changes that may need to be right from the horse’s mouth (consumers). There is no better feedback than that. That allows for long-term sustainability in the market. Campbell’s is doing everything strategically right when it comes to the consumer, by continuing to provide the consumer what they want and need. In return, the consumer will strategically do the same for them by providing feedback and giving them their business instead of its competitors. Campbell’s is building relationships with its consumers and that’s what makes it long-term sustainability as well.

Refinement

When Campbell’s Soup began launching its new line of nearly 200 new products in 2015- 2016, it was a very exciting time for the company. However, in 2017, Campbell’s launched *Well Yes!* (Business Wire, 2016) a new ready-to-serve soup line that features clean, simple and nutritious ingredients. The innovative line of soups showcases ingredients that people know and understand, including wholesome grains, meats and vegetables (Business Wire, 2016). Denise Morrison and her executive team were very hands on throughout this whole process and were very proud of the new product flavors. Since it was the first line the company has introduced as newly promoting the healthy organic product line; in addition to its revamped existing lines, the enthusiasm is contagious as dreams of instant success abound (Martin).

Evaluate

Before presenting the products directly onto the markets, there are a few things that every company needs to do to prepare for the big reveal (Martin). Campbell’s new products from existing lines were new soups-low in sodium, new bolder flavors; entirely new recipes; branding was different, and the simple meals were made with organic vegetables, no MSG, low sodium and were packaged in pouches for easy use. Campbell’s newer product line was the Plum Organics which was a baby food line. This line had different flavors of organic baby food, veggie sticks, yogurt sticks, as well as other organic baby products. The Bolt House Farm company contributed to the new V8 veggie and fruit juices, made with organic no preservatives or additives, also new products for adults such as veggie sticks, fruit sticks, hummus, and fresh garden salsa and guacamole to be in the refrigerator section of the supermarket. Because Campbell’s had many different products that catered to different consumers and different areas of the market, Campbell’s had to evaluate the readiness of the company to publicize each new product. Since there were different sectors of the company that handled certain areas such as the soup/ simple meal product line and another for the V8 veggie and fruit juices; publicizing each product would be evaluated differently within each sector. As far as the newest launch for the *Well Yes*! Products, Campbell’s was considered to spreading themselves to thin. They seemed to be overwhelming themselves with the previous products that had come out before. However, *Well Yes!* was pioneered by a group of passionate Campbell employees who tapped into their own desires and preferences to create a soup crafted with care, choosing real, nutritious ingredients without compromising flavor (Business Wire, 2016). *Well Yes!* Soups feature purposeful ingredients like kale, quinoa, barley, beans, sweet potatoes and whole grains. The soups are available in nine varieties, offering real ingredients everyone can recognize (Business Wire, 2016). The soups are made with carefully selected and sourced ingredients like chicken meat with no antibiotics. *Well Yes!* Soups contain no artificial colors, flavors, ingredients or modified starches. Additionally, the packaging is a non-BPA lined can and recyclable (Business Wire, 2016). The marketing team stated “We thought differently about the creation of this soup, from flavor combinations, to our package design to the types of ingredients we sourced. With the *Well Yes!* Brand, we are saying ‘yes’ to real food and well-being by only using ingredients that consumers know and trust (Business Wire, 2016).” Campbell’s has the organizational structure to handle the support they would need for the fast growth of this new product. This product line is head by the North America division and then led by the soup line sub division. They could have been overwhelmed with all other products going on, but because it was a well thought out line from the employees at Campbell’s. They put in the effort and preparation starting with the nine brand new flavors. Each soup had its own project management and staffing, project inception to completion with timelines-production, recipes, marketing, branding, any and everything to do with that specific soup, etc. Campbell’s had the capacity to take on as much growth as they could and forecasted if the growth were to exceed it. The launch proved to be successful with the new soup line. Overall, Campbell’s is a $ billion company and Denise Morrison did not plan her organization to become successful creating all new products as well as revamping the entire brand without the proper care to make it successful. She did not set this company up to fail. The staffing, supply lines and processes in place to handle the increased customer attention are extremely adequate. Denise Morrison has made the new products and new lines all about the new millennial consumer. This was the whole reason why Campbell’s’ products changed from “processed food” to “real food that matters”. Denise has catered to the consumer’s specific needs and wants when it comes to products being healthy, flavorful and quick to consume. Campbell’s has a way for consumers to give their feedback through the Campbell’s website. They give their own recipes, communicate what they liked or disliked of a specific product, and give ideas as to what could be changed or done differently to make products better and simply give feedback as to what they like the best. It gives Campbell’s the opportunity to hear directly from their consumer which is exactly what a company wants to hear directly what products make them successful. It also gives the consumer the idea that they really matter to the Campbell’s company. It forms a type of relationship so-to-speak and it has increased the sales for Campbell’s because of this. Campbell’s does not have to evaluate the readiness within each sector of launching their new products. Campbell’s is a well-established company for over 144 years; it has a great leader and organizational structure today and has been very successful.

Feedback Loops

Feedback Loops play an important role when it comes to business. It is important to rely on feedback to maintain a safe and successful working environment. Feedback loops are easy to understand: you produce a product, measure information on the production, and use that information to improve production (Newman, 2016). Campbell’s Soup Organization uses these two different feedback loop types: Balancing Feedback Loops and Reinforcing Feedback Loops (Newman, 2016). The balancing feedback loop helps to reign in the behavior of the group of people who might be working on this new product. Sometimes people can lose sight of the product or project or goal in the end. Some people might work faster than others and some may be so slow. Whatever the case, this feedback loop helps to get everyone on the same page and help to bring them all together, so good habits and bad habits can somehow work together and cancel each other out for the benefit of the company. Campbell’s has used this specifically for the *Well Yes!* Product launch. There were many co-workers that thought of these ideas, so one can only imagine how many different personal and working habits were co-existing. The reinforcing feedback loops are good for when the balancing feedback loops have worked, and the coworkers have come together achieving good working habits now. The reinforcing feedback loops increase the effect of a working system or process and help to achieve peak performance due to them strengthening their own behavior (Newman, 2016). Because of these feedback loops, Campbell’s Soup has been able to take on a lot more projects and products that they did not think were possible prior to this launch. To stay healthy, every aspect of a business needs feedback loops. If a company isn’t measuring data on its work, how can it improve? Customers, employees, teams, departments, production areas, and nearly everything else should contain feedback loops (Newman, 2016) and Campbell’s does exactly this. Feedback from inside the organization is just as important as outside of the organization. While it is great and most beneficial to Campbell’s that allow its consumers to provide feedback on its website regarding the new products, new flavors, new recipes, likes and dislikes, and/or improvements, and surveys; they also have the employees fill out surveys as well. These surveys help to provide feedback on what Campbell’s could improve upon as in production, products, marketing, advertising; promotion; specific teams and sectors; and leaders. Overall, Denise Morrison loves to hear feedback regarding her employees and her consumers because she realizes she would not have one without the other.

Branding

For the new Campbell’s *Well Yes!* Products each soup can has been made and branded entirely differently than any other soup product that Campbell’s has made. It does not come in a pouch or in a box, nor does it come in a pouch like some new soups do now. All nine soups come in a Non-BPA Lined can, each with a different color regarding the specific flavor. The Well Yes! Logo is in big bold bubbly letters to pop out at the consumer and all the organic and healthy ingredients that are in the soup are shown right on the can. The soups are made with real ingredients and no artificial flavoring, it screams to the consumer “healthy”. Campbell’s has done a phenomenal job at branding over the past three years. Denise has really made it a priority to impact the Campbell’s Soup consumer and make them feel how healthy the new products are. The branding has not only changed colors and logos, but it has been able to reach the heart of the consumer. Campbell’s tries to reach the consumer by branding “positivity” quotes on the soup cans and simple meals. Each soup can say something different, so that each experience for the consumer is different every time. They Well Yes! Soup cans state the positivity that Well Yes! the consumer can do it and eat healthy no matter how stressful life is. Campbell’s has been impactful with color, flavor, cans, boxes, pouches, logos, quotes, etc. Each product line has different branding and speaks to that product and their consumers. Campbell’s has done a great job with branding and hopefully in the future they will continue.

Conclusion

My overall evaluation of Campbell’s control process to launch their new products has shown they have been more than capable to handle the number of products they have made. Campbell’s Soup is a strong company with great structural organization, internal processes and management, and has great feedback areas. It tracks the goals it needs to follow for each sector and each specific product line. Campbell’s has been more than ready to handle launching the Well Yes! Products along with the additional 200 products that have already been launched. They’ve got this.

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