

CASE STUDY

Campbell's Soup Uses Google's Director Mix to Reach Hungry Australians on YouTube



People love soup. Especially when the weather gets chilly, a steaming bowl of soup is a classic comfort food. But what happens to soup sales when the weather doesn't cool down? That was the problem facing [Campbell's Soup](#) during Australia's warmest winter on record, when demand hit at an all-time low.

Campbell's needed a way to remind Australians that it has a soup for every occasion—no matter the temperature—so it turned to Google's Director Mix tool to help launch a dynamic YouTube campaign.

Campbell's builds customised creative with Director Mix

Campbell's knew [YouTube was the way to reach key audiences in Australia](#) and it wanted to catch people's attention in a special way. Director Mix, Google's new script, allowed Campbell's to create 1,700 variations of a single video while targeting specific audiences on YouTube.

Users searching YouTube for "Orange is the New Black," for example, were served ads with cheeky copy about prison food. Those searching for Beyonce's "Single Ladies" were asked if they needed "dinner for one." The campaign didn't give users one reason to buy Campbell's soup; it gave them thousands of reasons.

"It allows us to be really relevant, really topical, and really quick," said Kate Stoddart, marketing manager at Campbell's. By dynamically inserting customised creative relevant to the user, Campbell's found a memorable way to let a range of Australians know that it has a soup for them.

About Campbell's Australia

- The generations-old Campbell's Soup Company sells its canned soups in 120 countries around the world.
- Sydney, AU
- www.campbellsoup.com.au

Goals

- Increase online video engagement
- Improve cost efficiency
- Increase soup sales as demand falls in a warming climate

Approach

- Used Director Mix to generate customised creative
- Served ads across YouTube's TrueView
- Continually optimised campaign

Results

- 1.67M total views
- Average view rate of 55%
- 24% increase in ad recall
- 55% increase in sales for Simply Soup



Campbell's "SoupTube" campaign served 1,700 variations of a single video to relevant audiences in Australia.

Campbell's served the videos across [TrueView](#), YouTube's skippable ads format. TrueView allowed Campbell's to continually optimise its "SoupTube" campaign by [targeting relevant audiences](#) contextually and behaviourally. These innovative efforts led to full stomachs for Australians, and best-in-class results for Campbell's.

SoupTube campaign increases ad recall, drives sales

With an average view rate of 55.43%, the "SoupTube" campaign garnered 1.67M total views, generating a 24.9% lift in ad recall and a 6.9% lift in brand awareness—impressive for an already well-known brand like Campbell's.



1.67M total views



24.9% lift in
ad recall



55.6% increase
in sales

The use of Director Mix saved a lot of time during the planning stages of the campaign as well as reduced production costs. And best of all, despite the heat, Campbell's "Simply Soups" saw a 55.6% increase in sales.