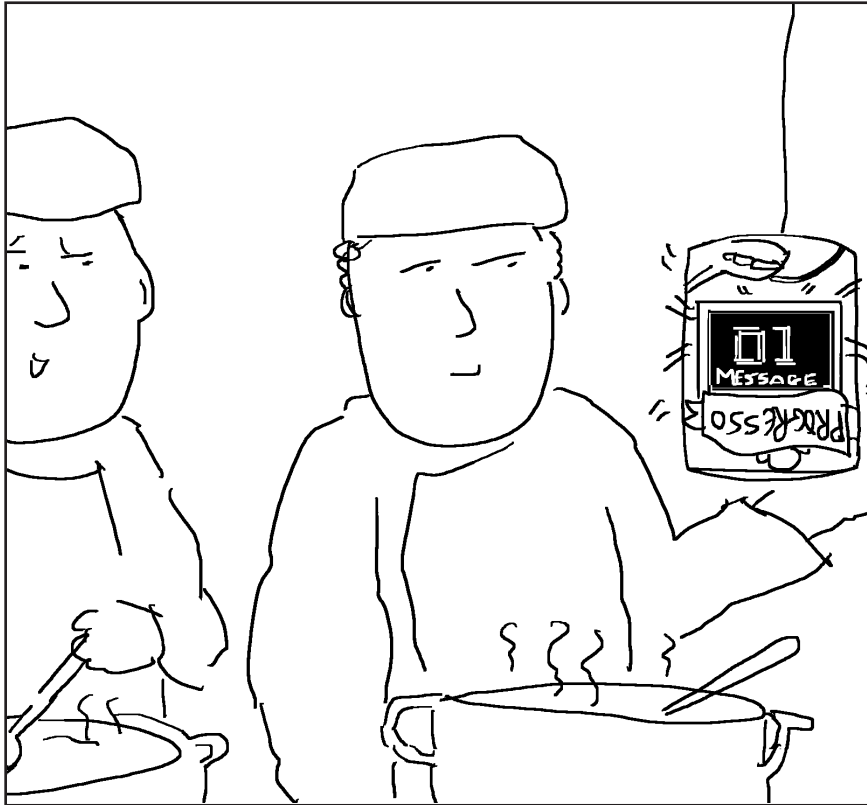


# **Evolution of Campaign**



COOK 1 (BOB) RETURNS TO HIS STATION WITH SOME FRESH VEGETABLES. HIS CAN PHONE HAS A FLASHING RED LIGHT ON IT.

**COOK 2:** Hey Bob, you got a message.

**MOM:** [ON ANSWERING MACHINE] Hi Butchy, this is mommy.

**COOK 2:** Butchy?

**MOM:** The chicken noodle you made is so good. I m having a bowl right now. The vegetables are cut nice and thick...you always were good at cutting your vegetables.

And it's got all white meat chicken, the way I always made it for you. [CUT TO CU SOUP STIRRED BY COOK]

Oh, one more thing. Those underwear you like... the mesh... I bought you five pairs. Love you.

**COOK 2:** Mesh?

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.



FOUR YOUNG EXECUTIVE TYPES, (TWO GUYS, TWO GIRLS, EARLY 30'S) IN A SMALL BREAK ROOM. THEY'RE SITTING AROUND A TABLE ALL EATING SOUP.

**BOB:** [Looks at watch] Oh, time for our 12:30 conference call. HE STANDS UP, BUT INSTEAD OF LEAVING HE REACHES UP AND PULLS DOWN A PROGRESSO CAN PHONE. THE PHONE DANGLES IN THE MIDDLE.

**COOK:** [Over phone] Hello Progresso.

**BOB:** On our end we've got me Bob, Kate, Sue and... Tim.

**TOM:** Tom.

**BOB:** Tom. And who do we have on your end?

**COOK:** Uh, Frank?

**BOB:** Good to have you aboard Frank. Just to let you know we're all aligned to the chicken noodle. We are loving the big chunks of chicken.

**KATE:** We really like the big cuts of carrots too.

**COOK:** Oh, we call them coin cut.

-SILENCE- BOB PUTS HIS HAND OVER THE PHONE.

**BOB:** What do we think of coin cut?

**SUE:** Don't like it.

**BOB:** Uh Frank, we're not aligned to coin cut. We'll get back to you.

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.



**Progresso Equity**  
**"Night Shift"**  
:30



HUSBAND AND WIFE SLEEPING IN BED.  
IT'S THE MIDDLE OF THE NIGHT.

**FEMALE VOICE:** [SOFTLY] Ring ring, ring ring.

THE HUSBAND STIRS A LITTLE BIT AND BEGINS TO WAKE.

**FEMALE VOICE:** [SOFTLY] Ring ring, ring ring.

CUT WIDE TO SEE A PROGRESSO CAN PHONE HANGING  
NEXT TO THE HUSBAND'S SIDE OF THE BED. HE ROLLS  
OVER AND REACHES FOR IT.

**HUSBAND:** [SLEEPILY] Hello Progresso.

CUT TO A GUARD DESK. A WOMAN SECURITY GUARD IS  
ENJOYING A BOWL OF CHICKEN NOODLE SOUP.

**FEMALE GUARD:** I am having a bowl of your Chicken Noodle  
soup right now and I love it.

**HUSBAND:** That's great, but...

**FEMALE GUARD:** The noodles are so big...

**HUSBAND:** They are big, but...

**FEMALE GUARD:** ...and the carrots are huge...

**HUSBAND:** Their coin cut... but it's... 3 AM?

**FEMALE GUARD:** That's dinnertime for me.

**HUSBAND:** [SLEEPILY] Dinnertime? Are you a vampire?

**WIFE:** Honey, you gotta stop bringing your work home.

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup



**Progresso Rich & Hearty**  
**“Lines”**  
**:30**



WE OPEN IN THE PROGRESSO KITCHENS. IT'S EXTREMELY BUSY – NOT CHAOTIC – BUT BUSIER THAN NORMAL. ALL THE COOKS ARE IN VARIOUS STAGES OF FOOD PREP –STIRRING SOUP, ADDING SPICES, CUTTING VEGETABLES ETC.

WE FOCUS ON BOB – HE'S A MID 40'S COOK WHO SEEMS TO BE AT A SUPERVISOR LEVEL. WE FOLLOW HIM THROUGH THE KITCHEN AS HE SPEAKS DIRECTLY TO THE CAMERA. HE TALKS, TASTES AND INTER-ACTS WITH COOKS AND INGREDIENTS WHILE ON THE MOVE.

**COOK BOB: Our new Rich & Hearty recipes are really packed.**

HE WALKS BY A POT OF SOUP, TASTES AND COMMENTS WITHOUT EVER REALLY STOPPING.

**COOK BOB: More chives.**

HE CONTINUES ON. FROM ANOTHER STATION HE GRABS A POTATO AND PEELER. AS HE CONTINUES TO TALK HE DOES A PERFECT, EFFORTLESS CONTINUOUS PEEL OF THE POTATO.

**COOK BOB: The loaded potato and bacon is so loaded we're peeling potatoes 24/7.**

HE HANDS THE PEELED POTATO AND PEELER OFF AND CONTINUES ON. HE PASSES ANOTHER COOK CUTTING CARROTS. HE GRABS A CUT DISK, HOLDS IT UP TO HIS EYE TO EXAMINE.

**COOK BOB: Thick... make it thicker.**

HE GRABS A CHUNK OF WHITE MEAT CHICKEN. EXAMINES IT.

**COOK BOB: That's huge... we like huge.**

AND WE ALSO LIKE ALL THE POSITIVE FEEDBACK COMING IN. WE SCAN AROUND THE KITCHEN TO SEE AND HEAR DOZENS OF COOKS HAVING CONVERSATIONS.

CUT TO THE OUTSIDE WORLD. GRAPHIC, ARRESTING VISUALS OF PROGRESSO SOUP CAN PHONE LINES CRISS CROSSING ENTIRE NEIGHBORHOODS.

THE LINES ARE CAUSING SOME PHYSICAL PROBLEMS. A POSTMAN CLIMBING OVER AND UNDER LINES TO DELIVER MAIL. A KID ON A SKATEBOARD GETS TRIPPED BY A LINE AND GOES FLYING. ETC.

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.



**Progresso Rich & Hearty**  
**"Complaint"**  
**:30**



OPEN ON COOK IN PROGRESSO KITCHEN. CUT BACK AND FORTH BETWEEN KITCHEN AND GUY EATING SOUP. THE GUY IS A LARRY DAVID TYPE CHARACTER.

[GUY HEARD OVER CAN PHONE] Ring, ring.

**COOK:** Hello Progresso.

**GUY:** Yah, I got a problem with your soup.

**COOK:** I'm sorry to hear that. Maybe I can help.

**GUY:** Well, I'm eating a bowl of your Steak Burger right now.

**COOK:** Oh, one of our New Rich and HEARTY FLAVORS.

**GUY:** ...and I've got a piece of burger, carrot and potato on my spoon.

**COOK:** Ok.

**GUY:** ...and I'd like to get a green bean and some celery on there too.

**COOK:** And the problem is?

**GUY:** They don't fit... on the can all of those things are clearly on the spoon. I think you photoshopped it like when they put one person's head on another person's body.

**COOK:** Well, maybe you just need a bigger spoon

[PAUSE]

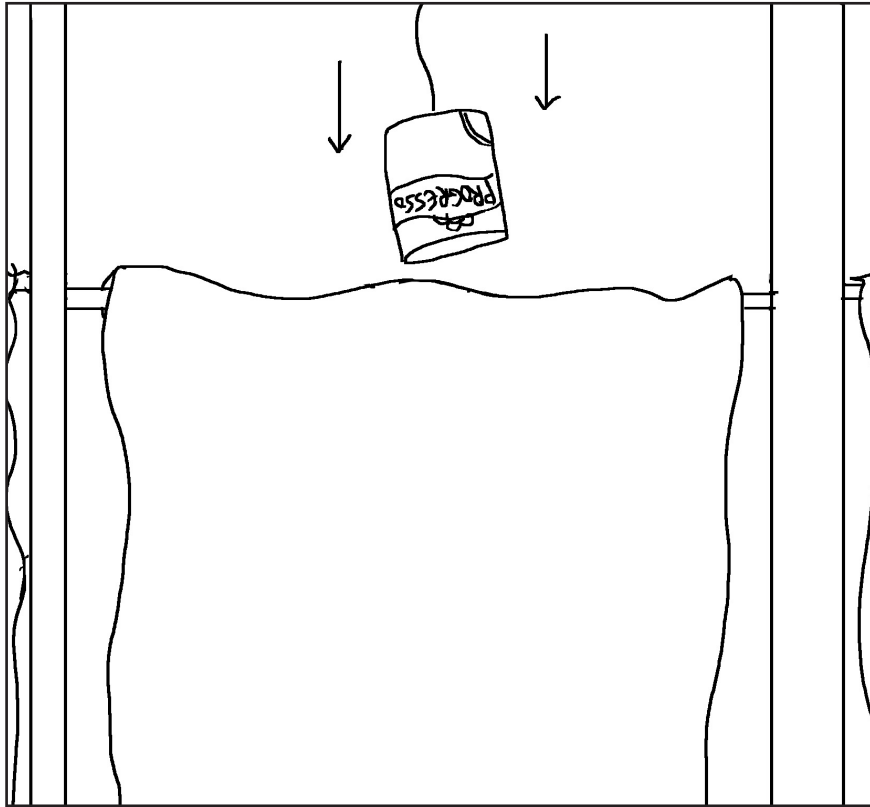
**GUY:** What are you, a wiseguy.

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup



**Progresso Light**  
**“Woman to woman”**  
**:30**



OPEN OUTSIDE A CLOTHING STORE DRESSING ROOM. A SOUP CAN PHONE LOWERS BEHIND THE CURTAIN.

**WOMANS VOICE:** [FROM BEHIND THE CURTAIN] **Ring, ring.**

CUT THE PROGRESSO KITCHEN. COOK IS STIRRING A BIG POT OF SOUP.

**MALE COOK:** **Hello Progresso.**

CUT BACK TO THE WOMAN IN THE DRESSING ROOM. SHE HAS ON A PAIR OF JEANS AND IS LOOKING AT HERSELF IN A MIRROR.

**WOMAN:** [Excited] **They fit.**

**MALE COOK:** **Excuse me?**

**WOMAN:** [Excited] **They fit. I just tried on a new pair of jeans and they fit.**

**MALE COOK:** [Not very excited] **Oh that s nice.**

**WOMAN:** [Excited] **Nice? You don t understand, I’ve been eating Progresso Light because you have 40 flavors 100 calories or less and now I try on a pair of jeans... and they fit...**

[PAUSE AS THE MALE COOK DOESN T KNOW WHAT TO SAY]

**MALE COOK:** **Uh...**

**WOMAN:** [Not excited] **...is there a woman there I can talk to?**

**MALE COOK:** [Happy to get off the line] **Uh, sure here you go...**

HE HANDS THE PHONE TO A FEMALE COOK NEXT TO HIM.

**FEMALE COOK:** **Hello Progresso...** [PAUSE]...

[Excited] **But jeans never fit!!**

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.





JANE KRAKOWSKI FROM 30 ROCK CALLS PROGRESSO

**COOK:** Hello Progresso.

**JK:** Oh hi, are you the nice man who makes the Progresso Light?

**COOK:** Actually I'm whipping up a batch of chicken noodle right now.

**JK:** With those big chunks of white meat chicken and carrots?

**COOK:** That s the one.

**JK:** Well, thanks to you and your fabulous soup I am rockin' the cutest little bikini you have ever seen.

**COOK:** Well, we do have 40 flavors all 100 calories or less.

**JK:** I know, I love them all... and did I mention how little my bikini is?

**COOK:** Ummm...

**JK:** ...it s so small it's really almost nothing...

**COOK:** Uhhh...

**JK:** [Whispers] ...nothing.

COOK STARES BLANKLY AHEAD AND THEN FALLS STIFFLY BACKWARDS LEAVING PROGRESSO PHONE DANGLING IN FRONT OF SOUP.

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.





WENDY WILLIAMS CALLS PROGRESSO

**COOK:** Hello Progresso.

**WW:** Hey, how you doin' ?

**COOK:** I'm doing great, just making a pot of chicken noodle soup.

**WW:** I love that soup, cause it's built just like me. You've got big pieces of chicken...

**COOK:** ...all white meat...

**WW:** And I've got big hair. [WENDY TOUCHES HER HAIR]

You've got big carrots...

**COOK:** ...they're coin cut...

**WW:** ...and I've got a big personality...

[WENDY GIVES A FLOURISH WITH HER HAND]

And you've got those big noodles...

**COOK:**...real egg noodles...

**WW:** ...and I've got...

[WENDY LOOKS DOWN AT HER CHEST LOOKS BACK UP AND IS ABOUT TO SPEAK.]

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.

**Cook to Cook**

**Progresso Rich & Hearty**  
**“Perfect Tomato”**  
**:30**



OPEN ON A PROGRESSO COOK RIDING A DONKEY. HE'S IN THE MIDDLE OF A TOMATO FARM IN THE MIDDLE A BEAUTIFUL VALLEY. HE HOPS OFF THE DONKEY AND PICKS A TOMATO. HE EXAMINES IT, TASTES IT AND SHAKES HIS HEAD NO.

CUT TO A SMALL SQUARE IN THE HEART OF AN ITALIAN TOWN. THE SAME COOK IS WALKING THROUGH A FARMER'S MARKET. HE HEADS RIGHT UP TO A TOMATO STAND TASTES A BEAUTIFUL LOOKING TOMATO, BUT ISN'T IMPRESSED. CUT TO THE INSIDE OF A STATE-OF-THE-ART HYDROPONIC GREENHOUSE. THE SAME COOK PICKS A TOMATO FROM A HANGING TOMATO PLANT. EXAMINES IT, TASTES... AND AGAIN, ISN'T SO IMPRESSED. CUT TO A COUNTRY ROAD SOMEWHERE IN TUSCANY. A LITTLE EURO-LOOKING CAR COMES TO AN ABRUPT STOP. IT BACKS UP TO A TINY LITTLE FARM STAND SELLING JUST TOMATOES. OUT POPS THE SAME COOK. HE PICKS UP A TOMATO, EXAMINES IT, TASTES IT. HE'S IMPRESSED! HE REACHES UP, PULLS DOWN A PROGRESSO CAN PHONE

**COOK 1:** I found it.

Cut to the Progresso kitchen. Another cook answers the call.

**COOK 2:** You found it?

**COOK 1:** I found it, the perfect tomato for our Beef Pot Roast with Country Vegetables.

**COOK 2:** That's great, I'm making a pot right now.

[Beautiful ladel shot of soup] When can you be back?

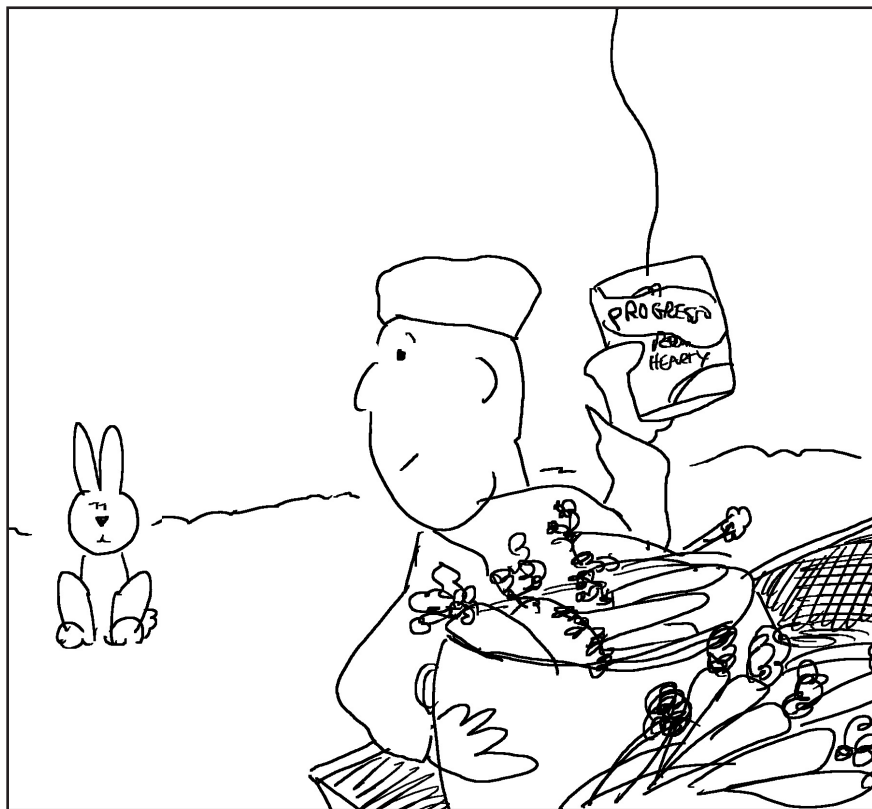
**COOK 1:** I'll be back in no time... [He looks around]... once I figure out where I am.

CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.



**Progresso Rich & Hearty**  
**“Fresh Carrots”**  
**:30**



OPEN IN THE PROGRESSO KITCHEN. THERE S A LOT OF SOUP BEING MADE, FRESH VEGETABLES ARE AT EVERY STATION. ONE COOK APPROACHES ANOTHER WITH AN ALMOST EMPTY BASKET OF CARROTS.

**COOK 1:** Hey, we re running low on carrots.

**COOK 2:** That's not good.

**COOK 1:** I know. We can't make our new Hearty Chicken Pot Pie without fresh carrots.

**COOK 2:** [Raising a big ladle full of Hearty Chicken pot pie.] Wouldn't be the same. Let me see what's going on. Pete, you there.

**PETE:** I'm here.

**COOK 2:** How we doing on those fresh carrots?

**PETE:** Great. I got a whole truckload ready to go.

**COOK 2:** Well hurry back. You know we can't make our Hearty Chicken Pot Pie without fresh carrots.

**PETE:** I'm on my way.

PETE LOOKS DOWN AND THERE S A CUTE LITTLE BUNNY LOOKING AT HIM. THEY HAVE A STARE DOWN FOR A FEW SECONDS.

**PETE:** Back off bunny, these are mine.

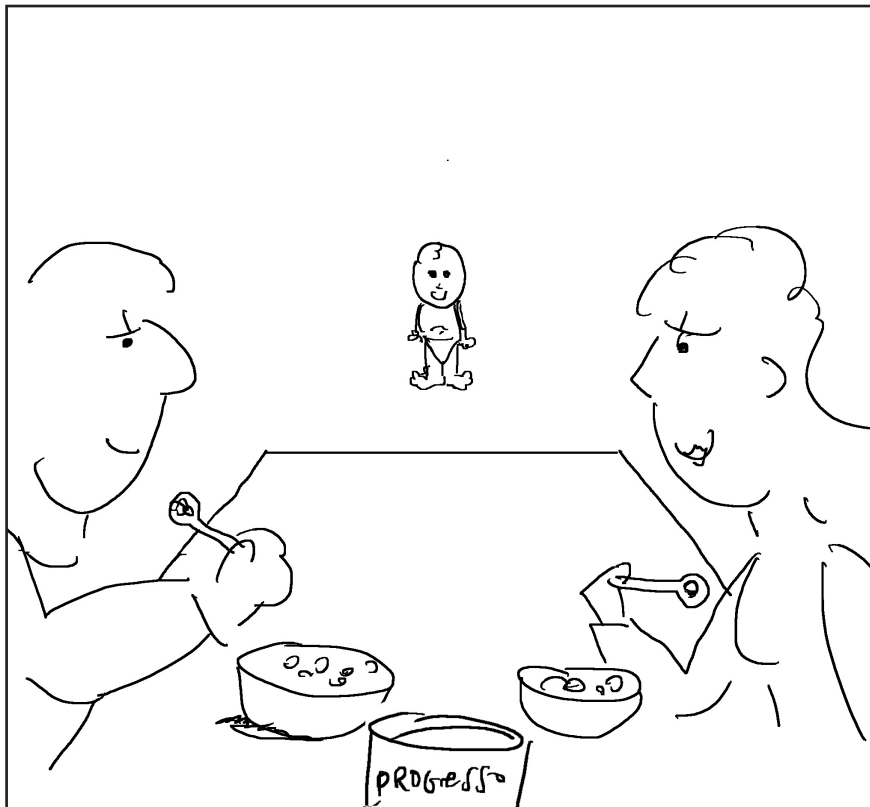
CUT TO END ANIMATION

**AVO:** Progresso. You gotta taste this soup.



**Lose yourself in it.**

**Progresso Rich & Hearty**  
**“First steps”**  
**:30**



OPEN IN A SUBURBAN KITCHEN. HUSBAND AND WIFE SIT DOWN AT THE KITCHEN TABLE READY TO ENJOY SOME RICH & HEARTY SOUP. THEY'RE SITTING AT OPPOSITE ENDS OF THE TABLE. BETWEEN THEM IN THE LIVING ROOM/PLAY ROOM WE SEE AN INFANT PLAYING ON A LITTLE MAT. THE BABY STARTS TO STAND UP, BUT PLOPS BACK DOWN... NOT QUITE READY TO STAND OR WALK.

**DAD:** Aww look who's trying to stand up...

**MOM:** ...won't be long before he's taking his first steps.

**DAD:** Oooh, hey this soup is really good.

**MOM:** It's called Loaded Potato and bacon.

**DAD:** I can see why, look at all the potatoes.

**MOM:** And look at that bacon.

IN THE BACKGROUND WE SEE THE LITTLE BABY STAND UP AND TAKE HIS FIRST FEW STEPS. MOM AND DAD DON'T NOTICE.

**DAD:** It's so creamy.

HE WALKS TO THE LEFT OUT OF VIEW AND THEN TO THE RIGHT OUT OF VIEW.

**MOM:** Mmmm.

**DAD:** Mmmm is right.

IN THE BACKGROUND THE BABY DOES A PERFECT SET OF BACK HANDSPRINGS TO THE LEFT AND THEN THE RIGHT... FINISHING WITH A NICE TWISTING DOUBLE BACK FLIP... OF COURSE HE STICKS THE LANDING. HE THEN PLOPS BACK DOWN AND PLAYS AS BEFORE.

**DAD:** There's chunks of potato right to the last bite.

**MOM:** And bacon... don't forget the bacon.

**AVO:** New Progresso Rich and Hearty... soup, you can lose yourself in.  
CUT TO END ANIMATION

**AVO:** Progresso. You gotta try this soup.



**Progresso Rich & Hearty**  
**“Plumber”**  
**:30**



WOMAN SITTING AT KITCHEN TABLE ABOUT TO EAT HER SOUP. BEFORE SHE GETS HER FIRST SPOONFUL...

*DOORBELL: DING DONG*

SHE GETS UP AND RETURNS WITH A PLUMBER.

**WOMAN: The leak is under the sink. If you need anything I'll be right here having some soup.**

SHE POINTS TO THE KITCHEN SINK. THE SINK IS RIGHT IN FRONT OF THE WOMAN. SHE BEGINS TO EAT AND BECOMES OBLIVIOUS TO HER SURROUNDINGS. THE PLUMBER GETS TO WORK AND WITHIN MOMENTS PLUMBER'S BUTT ENSUES WITH DIGITIZED BUTT CRACK OF COURSE. THE WOMAN DOESN'T NOTICE. SHE LIFTS UP A FULL SPOON OF LOADED POTATO AND EXAMINES IT.

**HER THOUGHTS: Mmmm big chunks of potato and real bacon...**

IN THE BACKGROUND RIGHT IN HER SIGHT LINE IS MAJOR PLUMBER'S BUTT. SHE CAN'T MISS IT, BUT SHE DOES. SHE EATS AND GOES BACK FOR ANOTHER SPOONFUL. LIFTS IT AND GETS THE SAME VIEW.

**HER THOUGHTS: ...no wonder Progresso calls this soup Loaded Potato.**

SHE EATS AND GOES BACK FOR ANOTHER SPOONFUL. LIFTS IT AND GETS THE SAME VIEW.

**HER THOUGHTS: ...I've never seen soup like this... it's so... loaded.**

**AVO: New Progresso Rich and Hearty... soup, you can lose yourself in.**

CUT TO END ANIMATION

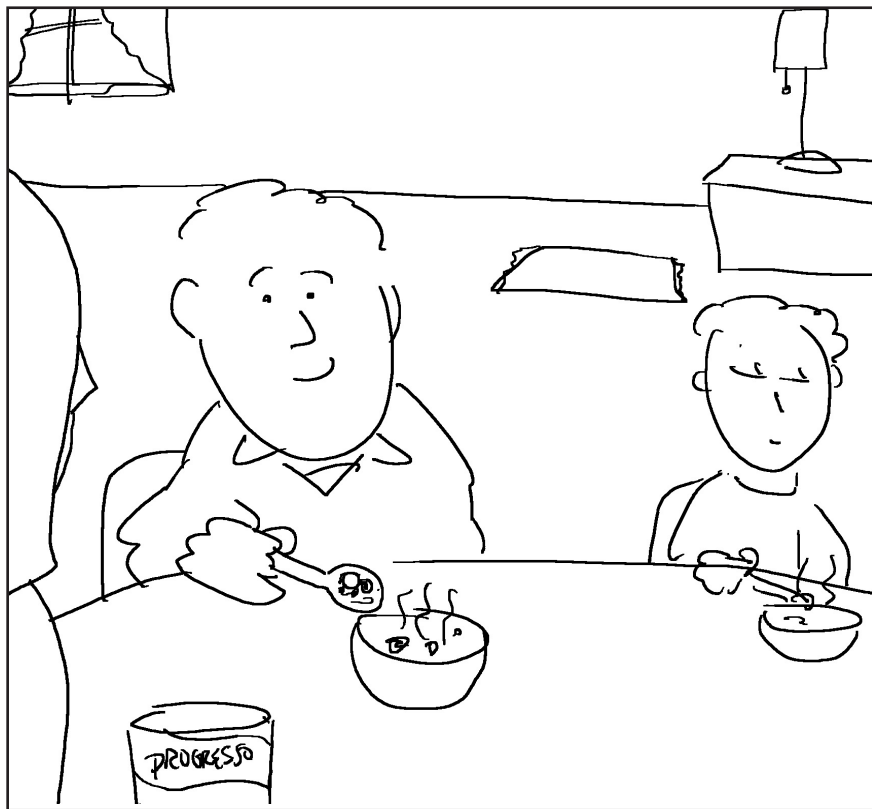
**AVO: Progresso. You gotta try this soup.**



**Savor the Moment**



**Progresso Rich & Hearty**  
**“Wallpaper”**  
:30



HUSBAND AND TWEEN SON SITTING AT KITCHEN TABLE ENJOYING BOWLS OF PROGRESSO RICH & HEARTY. WIFE IS STANDING AT KITCHEN COUNTER. BEAUTY SHOTS OF SOUP ARE WOVEN THROUGH.

**HUSBAND:** [To himself very observational] This soup is good.  
[looking at wall] Hey honey is this wallpaper new?

**WIFE:** Tom, we've had that wallpaper for 6 years now.

**HUSBAND:** What about the lamp?

**WIFE:** 8 years.

**HUSBAND:** The rug?

**WIFE:** Four.

**AVO:** Progresso Rich & Hearty soups.

**HUSBAND:** The... [he points his spoon toward something]

**WIFE:** [before Husband can finish his question] Five.

**AVO:** With four new flavors like Steak Burger and Loaded Potato you can't help but slow down and savor the moment.

**HUSBAND:** [Leans over and sort of whispers to wife]  
What about the boy?

**WIFE:** He's 12 and his name is Tom... [pause] Jr.

**AVO:** Progresso Rich & Hearty.

Savor the soup. Savor the moment.



**Progresso Rich & Hearty**  
**“Matt LeBlanc”**  
**:30**



MATT LEBLANC SITTING AT A KITCHEN TABLE WITH AN ATTRACTIVE 30-SOMETHING WOMAN. SHE'S ENJOYING A BOWL OF SOUP. BEAUTY SHOTS OF SOUP ARE WOVEN THROUGH.

**WIFE:** Hey, aren't you Matt LeBlanc?

**MATT LEBLANC:** Uh yah.

**WIFE:** What are you doing here?

**MATT LEBLANC:** We're married... I'm your husband.

**WIFE:** You are.

**MATT LEBLANC:** Yah, we been married like 6 years.

**AVO:** Progresso Rich & Hearty soups.

**WIFE:** We have?

**MATT LEBLANC:** Yah.

**AVO:** With four new flavors like Steak Burger and Loaded Potato you can't help but slow down and savor the moment.

**WIFE:** Happily?

**MATT LEBLANC:** Yah, mostly.

**AVO:** Progresso Rich & Hearty.

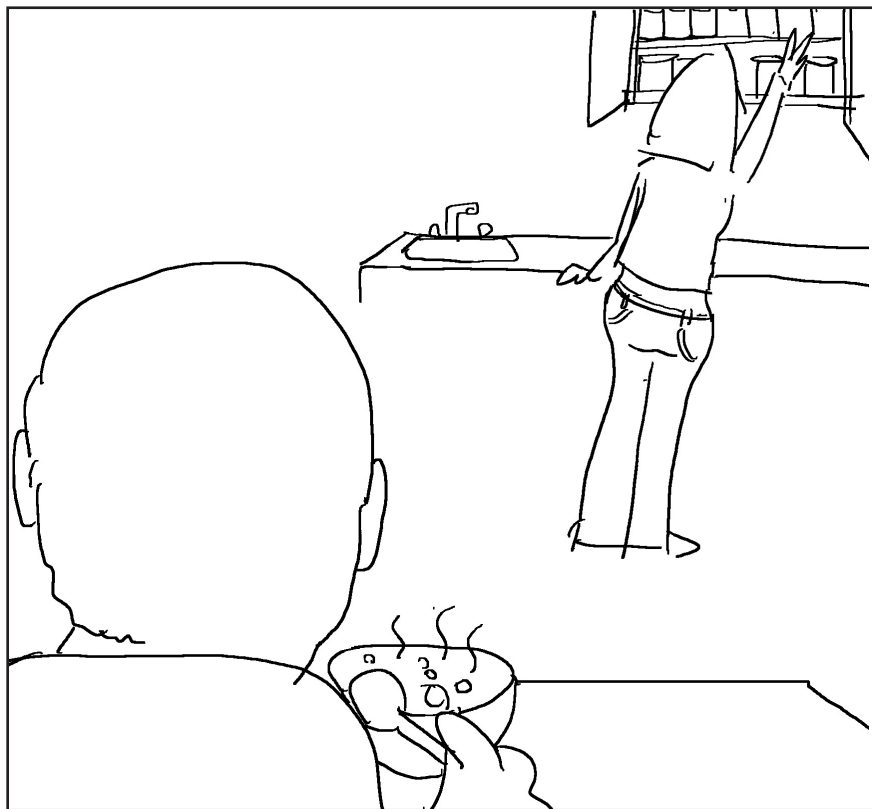
Savor the soup, savor the moment.



# **Progresso Light**

No can phone

**Progresso Light**  
**“Cupboard”**  
**:30**



OPEN IN A KITCHEN. A 40-SOMETHING MAN IS EATING SOUP. HIS WIFE WALKS IN. THINK KEVIN JAMES AND LEAH REMINI FROM KING OF QUEENS.

**WIFE:** Hey honey, what are you doing?

**HUSBAND:** Just having a little soup. [Beauty shot of soup]

**WIFE:** That's a good idea. I think I'll join you.

SHE GOES OVER TO A HIGH CUPBOARD AND OPENS IT. THERE'S A LINEUP OF ABOUT 15 CANS OF PROGRESSO SOUP. SHE'S STANDING ON HER TIPTOES TRYING TO DECIDE WHICH SOUP TO EAT. WE CUT BACK TO THE HUSBAND WHO STARTS TO CHECK OUT HIS WIFE.

**HUSBAND:** Hey Sweetie?

**WIFE:** [Without ever turning around] Yah?

**HUSBAND:** Are those new jeans?

**WIFE:** No, why?

**HUSBAND:** [Understated, realization] They look good... really good.

**WIFE:** Really?

**HUSBAND:** Really.

**WIFE:** I guess having soup for lunch is really working.

Tight shot of soup cans in cupboard showing the variety.

**AVO:** Progresso Soup 40 flavors 100 calories or less.

WIFE HAS SELECTED HER SOUP AND IS NOW FACING HUSBAND.

**WIFE:** Does that mean you were checking out my butt?

**HUSBAND:** [Not sure if he's in trouble] It does... if you don't mind that it does.

**WIFE:** [Pause] I don't mind.

**AVO:** Progresso. You gotta taste this soup.

