

# What the big names have in store

## KRAFT/CAMPBELL



### DEAL

Starting Nov. 1, will champion the classic tomato-soup-and-grilled-cheese combo with 55¢-off coupons for Kraft Singles and 40¢ off four cans of soup.

### TAGLINE

"Warm hearts without stretching budgets."

### STRATEGY

Create affordable meals and boost the cheese-single business.

### AGENCY

OgilvyAction for the insert, Nitro for Kraft Singles

### SPENDING<sup>1</sup>

↓ 11%  
to \$15.2 million  
(Kraft Singles)

## TARGET



Low prices in line with competitors

(Broadcast) "Less nickel; less purse."  
(Circular) "Save fuel, get everything in one spot."

Emphasize the cheap in cheap-chic as it tries to convince consumers it is competitive on price with rivals like Wal-Mart.

Target declined to comment.

↑ 6%  
to \$308 million

## WAL-MART



10 popular toys for \$10 each this holiday season; Christmas displays in place by Oct. 10

Appeal to customers who are starting Christmas shopping earlier and stretching holiday budgets.

In-house

↑  
Doubled to \$322 million

## HOME DEPOT



5% to 50% off on 1,200 items

"Guaranteed low prices. Now even lower."

With the home-improvement market pinched, take customers from rivals such as Lowe's. A multimedia campaign rolled out nationally this month.

Richards Group, Dallas

↓ 22%  
to \$259 million

## JCPENNEY



Save between 20% and 50% "on the latest looks of the season"

"Fall fashion is beautiful and affordable, only at JCPenney."

Snag budget-conscious shoppers without undermining core fashion message. Website screams value with a number of sales promotions.

Saatchi & Saatchi, New York

▬  
\$191.3 million in flat first half

## DUNKIN' DONUTS



99¢ lattes between 2 and 5 p.m. until mid-November

"America's latte break."

Offer value in a tight economy when consumers might otherwise cut out afternoon treats.

Hill Holliday, Boston

↑ 32%  
to \$69 million

## CHILI'S



\$5.99 all-you-can-eat soup, salad and tostada chips

"Chili's Bottomless Express Lunch: When you're starved for time, it's the meal."

Boost lunch business, appealing to cash-strapped, time-starved consumers.

Hill Holliday, Boston

↑ 65%  
to \$68 million

## APPLEBEE'S



All the chicken fingers, barbecue riblets and fried shrimp you can put away, starting at \$9.99

"Endless favorites."

Boost same-store sales and champion signature items like riblets.

McCann Erickson

↑ 4%  
to \$97.5 million

## OLIVE GARDEN



Bottomless bowl of pasta for \$8.95

"Never-ending pasta bowl."

The promotion, which ends Oct. 12, is an annual one for Olive Garden, though particularly appropriate this year.

Grey, New York

↑ 19%  
to \$76 million

## RED LOBSTER



All the shrimp you care to eat from \$15.99, depending on the region

"Endless shrimp."

Capitalize on the all-you-can-eat deals that have been so successful at sibling Olive Garden.

Richards Group, Dallas

↑ 6%  
to \$58 million

1. Spending is in terms of measured media, according to TNS Media Intelligence. The figures estimate spending during the first six months of 2008 compared with the same period last year.