

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

SPENDING¹

↓ 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 Holiday, 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