

CAMPBELL SOUP CO  
Form 8-K  
January 19, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(D) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**Date of Report**

**(Date of Earliest Event Reported):**

**January 16, 2012**

**New Jersey**  
**State of Incorporation**

**Commission File Number**  
**1-3822**

**21-0419870**  
**I.R.S. Employer**

**One Campbell Place**

**Camden, New Jersey 08103-1799**

**Principal Executive Offices**

**Telephone Number: (856) 342-4800**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ..  Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ..  Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ..  Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ..  Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

Effective January 16, 2012, Mark R. Alexander was appointed President Campbell North America. Mr. Alexander previously served as President Campbell International.

In connection with his appointment and promotion, Mr. Alexander's base salary has been set at \$564,500. He will continue to participate in Campbell's Annual Incentive Plan ( AIP ) and Long-Term Incentive Plan ( LTI ). For executive officers at Mr. Alexander's level under his new position, the target annual bonus amount under the AIP is 90% of base salary and the target LTI grant is 250% of base salary. Actual awards may be greater or less than the target amount in accordance with applicable performance criteria, as determined by the Compensation and Organization Committee. Mr. Alexander's new LTI target will apply to his grant for fiscal 2013 and his AIP target for fiscal 2012 will be subject to applicable pro-ration guidelines.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CAMPBELL SOUP COMPANY**  
(Registrant)

Date: January 19, 2012

By: /s/ Kathleen M. Gibson  
Kathleen M. Gibson  
Vice President and Corporate Secretary