

# Nationwide

## The Fighting Bluebirds

content - event - experiential

*March 12, 2019*



## The Concept

**The Fighting Bluebirds** is a three part campaign designed to appeal the millennial parent demographic (23 - 38). Part one is an episodic video content series that can fuel an aggressive social media calendar. Part two encompasses live events, structured for community and local agent involvement. Part three focuses on a family friendly activation built to inspire exercise and staying active as a family. It all starts with a dedicated husband and wife team of Nationwide Insurance Agents who decide to go on a road trip to the 2019 NFL draft in Nashville, TN.



## The Research

Social media is part of everyone's lives, but perhaps none so much as parents of young children. From the first sonogram to high school graduation, most parents in the 2010s are not shy — or conflicted — about sharing their children's lives online. Helicoptering, over-scheduling, fears about safety — millennial parents have become more and more involved in their children's lives, from morning until bedtime than ever before. It may not make sense, given that 46% of Millennial parents in the 2010's are both in the workforce, vs. 31% in 1970, but Millennials spend more time than any previous generation with their children.





## The Concept

This fun and entertaining campaign draws inspiration from the “Jingle Sessions” series of commercials with Brad Paisley and Peyton Manning. But where they use humor and music to illustrate the product offerings of Nationwide Insurance, **The Fighting Bluebirds** will use football analogies as its storytelling device.

## The Story

Brad & Deborah Gordon own and operate a Nationwide Insurance Agency. They really love their work, and it shows. Their combined passion for the services Nationwide provides is not only evident in their office, but at home with their daughter Samantha and as coaches of Samantha’s Pee-Wee football team **The Fighting Bluebirds**. Every life and football lesson that Brad and Deborah offer inevitably comes with an insurance analogy. Although a bit over-enthusiastic about their work, the audience can’t help but admire the Gordon family’s spirit and drive. The Gordons live for football and love Nationwide Insurance.





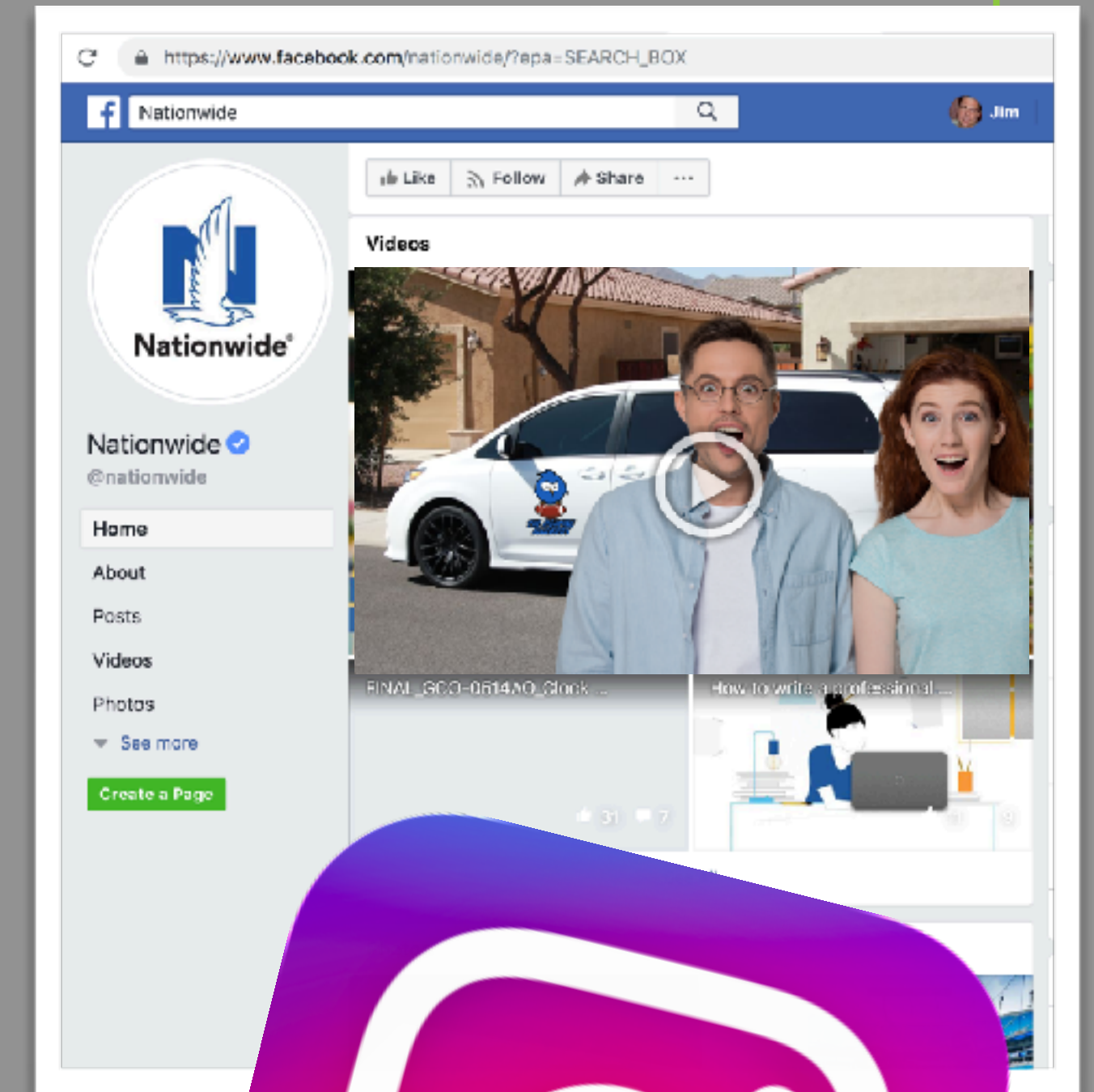
# PART ONE - CONTENT

## The Content

**“The Game Plan”** The Gordons have a family meeting around the dinner table and come to the conclusion that in order for the Bluebirds to have a chance in the upcoming season, they must go to the NFL draft and learn how the big boys put together a team. •Analogies are drawn to umbrella coverage... “It’s about being prepared.”

**“Team Meeting”** The coaches approach the team about the road trip to the NFL draft, and participating in a big event when they arrive - the Pee-Wee football Spring Classic tournament in Nashville. •Analogies are drawn to ATV coverage... “We will at the same time, have fun and be safe, Kind of like ATVs, they’re both fun and practical.”

**“On The Road”** The team starts doing to Nashville. The coach uses the time to review game tape on the entertainment system. •Analogies are drawn to Car Insurance coverage... “Come on Pete, it all starts with the basics, blocking, protection, Accident Forgiveness”





# PART TWO - EVENTS

## The Big Game (event #1)

Along their journey, the Gordon's secure participation in a Nashville Pee-Wee football tournament. Nationwide will be the presenting sponsor of the tournament and bring together parents from around the area underscoring the brand's commitment to the community.

While video content may promote a fictional matchup between the Fighting Bluebirds and their rivals - The Nashville Gnats, Go West Create will create and coordinate the actual Pee-Wee football tournament in a downtown Nashville park, complete with game signage, uniform apparel, takeaways, and more. Nationwide could continue a sponsorship role with the Tennessee Youth Football League, maintaining its focus on community outreach through the sponsorship and perhaps through a program with Nashville based insurance agents.



## The Nationwide Kids Music Stage (event #2) - a family celebration

Go West Creative will organize, program, and produce a kid friendly music stage during the NFL draft. An all-star line up of nationally renowned children's music artists will entertain thousands of fans who brought their children for the weekend of NFL draft experiences, and are looking for suitable family entertainment option while in music city.





# PART THREE - EXPERIENTIAL

## The Kid Combine

The Go West Creative team will ideate and build out a fun and interactive experience at the 2019 NFL Draft for children and their parents with a **Kids Combine**. A custom 40' X 40' experiential footprint in the heart of Nashville. Designed to mimic the experience of soon-to-be professional football players, the kids combine will be complete with a 40 yard dash, vertical leap, long jump, heavy rope exercise, tire lift, and more.





## The Cast

Casting Brad and Deborah Gordon with well-trained improvisation professionals will be a key to the content's success. They should both be in their early 30's and represent the target market of millennial parents. In addition to a comedy background, both actors should be trained and well-versed in Nationwide Insurance product offerings. Daughter Samantha (9 years old) is a strong but adorable free spirit, who may very likely run her own Nationwide agency some day soon.

In addition to daughter Samantha, the balance of the cast is 5 members of the Fighting Bluebirds team: Steven, Alex, Pete, George, and Maria. All 8-12 years old and are culturally diverse. The young Bluebirds roll their eyes a bit when their coaches bring up insurance analogies when describing football strategies, but they too love the Gordon's passion and commitment. Each member of the supporting cast brings some personality of their own... the football fanatic, the know-it-all, the protector, the 2-sport athlete, and the diva.



