



Objective: In fulfillment of Farmers upfront buy on NBC, create an on-air concept that captures a thematic tie between NBC primetime programming and Farmers Insurance portfolio of products.

Smart Takes

NBC Viewers have the opportunity to be more informed, better prepared and a little smarter about their insurance needs by revisiting scenes of some of their favorite NBC shows through this short-form campaign entitled “Smart Takes.” In these clip-based spots, viewers will see a compelling clip from one of their favorite NBC shows followed by important fact-based information to add to their insurance-based savviness, courtesy of Farmers Insurance.

Sample Executions:

NBC’s Chicago Fire Concept

We open on a Chicago Fire scene that features members of Firehouse 51 in the heroic midst of a home fire. Following this heart-thumping scene would be a full-screen graphic with an announcer informing accordingly: “According to the National Fire Protection Association, almost two-thirds of home fire deaths result from fires in properties without working smoke alarms. A working smoke alarm significantly increases your chances of surviving a deadly home fire.” Then we cut to a fullscreen Farmers logo with announcer saying, “Every time a customer interacts with Farmers, they come away a little bit smarter. Learn more at NBC.com/Farmers.”

NBC’s Parenthood Concept

Viewers are taken into the Braverman home in the middle of a classic Braverman interaction or possibly this could be a montage of classic Braverman family discourses. For example; during the Braverman’s move, Camille Braverman finds one of Crosby’s 6th grad art projects – a lost treasure if you will – followed by the unfolding of a heartwarming and funny moment between members of the family. From this clip we could then transition to a Farmers graphic with an announcer explaining to viewers the importance of adding a “floater” to their homeowner’s policy to protect unique and valuable items. This would then be followed by an end logo graphic and announcer saying, “Every time a customer interacts with Farmers, they come away a little bit smarter. Learn more at NBC.com/Farmers.”

