



**Objective:** This fall, Liberty Mutual in partnership with NBC is inviting audiences to join the social conversation of the season: via #WhyItMatters, viewers will have the opportunity to connect with some of their favorite NBC stars and chat with them about their characters and other topics that matter to them.

**CONCEPT:**

To promote to the event and engage viewers, we will create a series of custom content pieces in which NBC talent shine a light on how they bring their characters to life. Every week, fans tune in to see the talented casts of shows like *Parenthood* and *Chicago Fire*, but what they *don't* see are the interesting choices that each actor makes to inform the roles they play on screen. This series of spots will give audiences a glimpse behind the curtain, so to speak, to gain unprecedented insights from the actors themselves about how they bring depth and relatability to their characters. What's more, at the heart of these vignettes is the idea that just like in the real world, the decisions these actors make in regards to their fictional counterparts *matter*: they have a direct impact on how viewers connect to them and – perhaps most importantly – the show.

**ON AIR CUSTOM CONTENT:**

In a spot designed to run in *Parenthood*, seasoned actor Monica Potter would share what it takes to make her character, Kristina Braverman, feel real and relatable to the audience. A mother in real life, Monica might sound off on how her personal experiences as a parent have shaped her work on the show or her process for approaching weighty material. Ultimately, she knows that the choices she makes as an actress affect her character and viewers' ability to connect to *her*, which is why it matters that she put her heart and soul into every scene.

In a vignette that plays during *Chicago Fire*, actor Jesse Spencer would share with viewers his process for creating Matthew Casey. To ensure that his portrayal of the strong, intuitive Chi-town lieutenant felt believable to viewers (some of whom may or may not be actual firemen), the Australian actor may reveal that he spent quite a bit of time following real-life firefighters on the job. This way, when a pivotal scene calls for Jesse's character to save lives or put out a fire, he can make informed acting choices and better bring to life the world of the show.

To create these 30-second spots, we will weave 20 seconds of interview footage of the actor together with a clip that illustrates the choice they made in bringing their character to life. The last 10-seconds of each piece will lean into the heart of the Liberty Mutual brand – how the choices you make in real life matter – and insurance messaging that relates thematically to the show in which the content runs. Additionally, to more effectively engage viewers, every spot will end with an invitation for viewers to continue the conversation online (day/time TBD) with the talent featured in the piece about his/her character and other important topics, using the hashtag #WhyItMatters.

