



OUR NEIGHBORHOOD



PURSUIT OF
KNOWLEDGE

PASSION

UNFILTERED
CREATIVITY

DIVERSITY



STATE OF THE ART
ADVERTISING AGENCY

We believe in authenticity. We are not trying to **be**, we simply **are**.

01 THE ASK

02 THE CAMPAIGN

03 MEDIA

04 FLIGHT, KPIS, & BUDGET

05 WHAT'S NEXT

THE ASK



To make insurance, and specifically **State Farm**, relevant to Gen Z consumers who may not yet consider insurance in their current life stages.

BARRIERS TO CONNECTION

TRENDS AMONG GEN Z

DIGITAL FORWARD

GAMER GAVIN

 22 years old,
long term relationship

 Austin, Texas

 On parent's
insurance plan

NEIGHBORHOOD

- His suite mates and online gaming friends



HYBRID HOBBYIST

MINDFUL MAYA

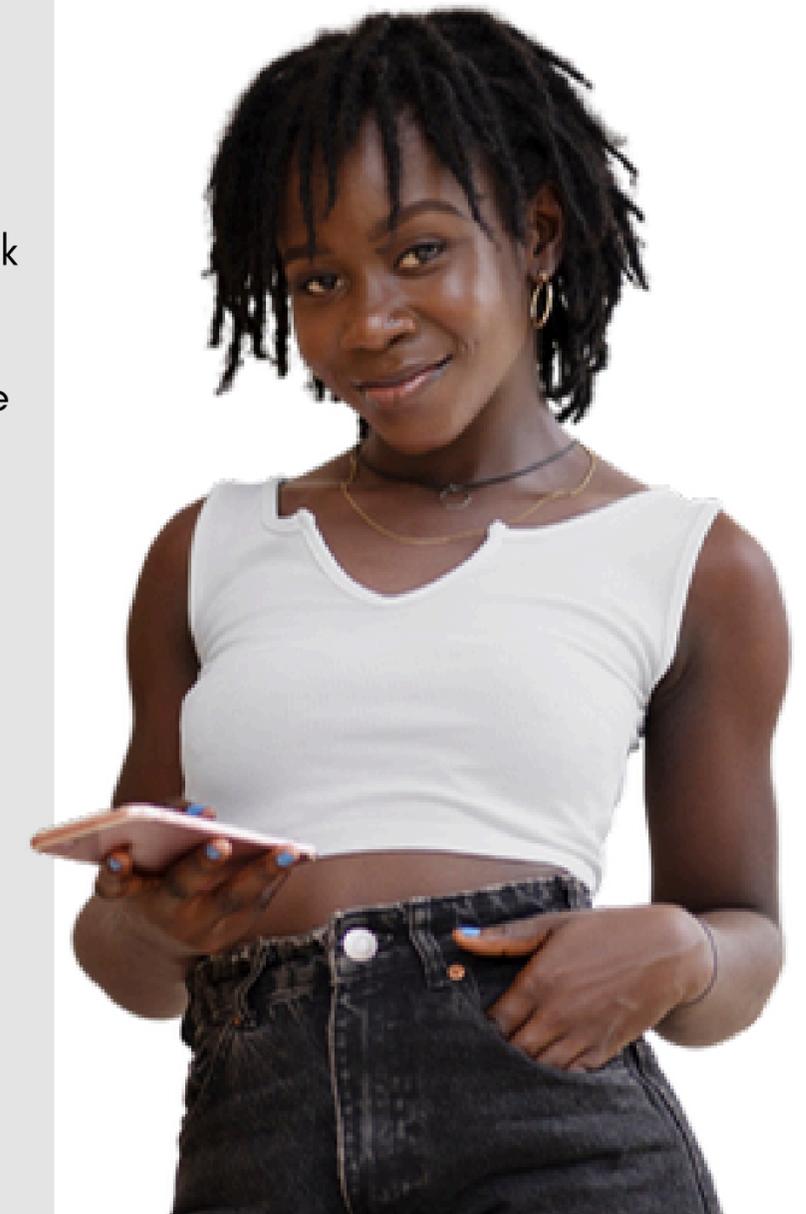
 24 years old,
single

 New York City, New York

 Owns Renters Insurance

NEIGHBORHOOD

- Her roommates and TikTok followers



THE CAMPAIGN



THIS IS OUR NEIGHBORHOOD

It isn't where we live, it's how we show up.



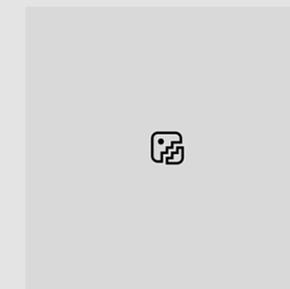
WHAT IT DOES?

The anchor of our creative; This is a broad introduction to our campaign, introducing the Next-Gen Neighbor, reaching both Gavin and Maya.



WHAT IT DOES?

Directly engages with The Hobbyists' digital neighborhoods by expanding on the Jake campaign.



WHAT IT DOES?

Uses the key emotion of nostalgia to show the evolution of our first neighborhoods from childhood to the digital neighborhoods of the present.



WHAT IT DOES?

This is our Gen Z engagement engine. Influencer-led trends meet Gen Z where they are — on TikTok and Instagram — and invite them to participate authentically.



WHAT IT DOES?

This is our participation driver. The chance to win Lollapalooza tickets gives Gen Z a compelling reason to engage with the campaign and share their email.

**This is Our
Neighborhood**

30-second Brand Film



- There was comfort in knowing who lived next door.



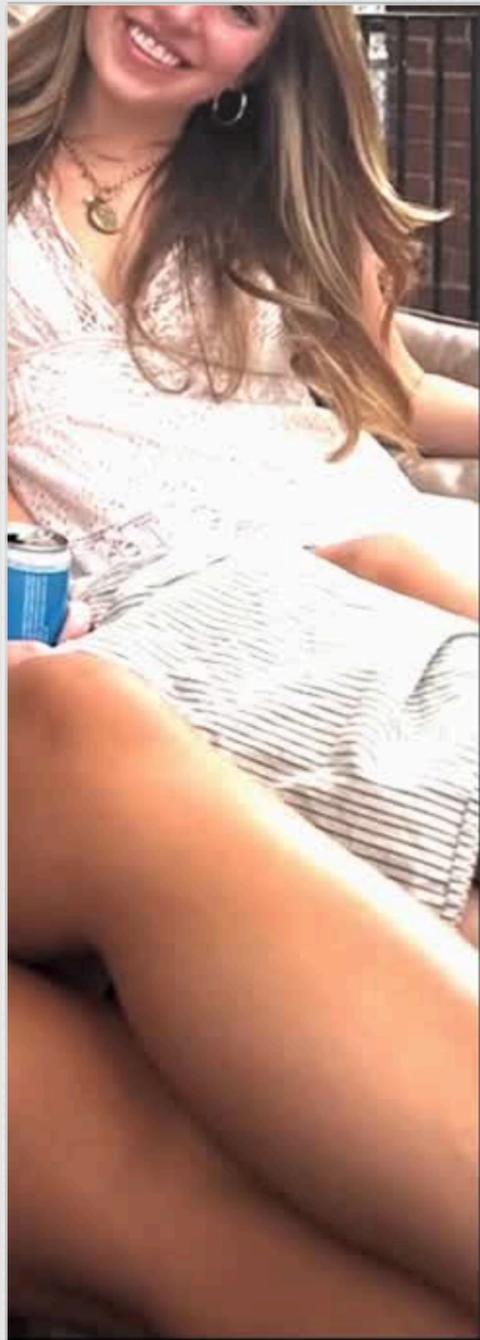
-We felt safe knowing that the people in our neighborhood had our back.



- Being a good neighbor is still a big part of us —



— It just shows up a little differently.



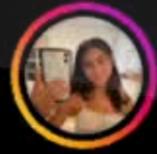
oliviaosboorne Love

3h Reply



samlobue So violated but still love you

15h Reply



miashannaa how nice

15h Reply



Liked by **miatlevine** and others

15 hours ago



Add a comment...



—Claire: This is our neighborhood.

A bedroom scene with a laptop on a table and a 'GOOD VIBES' poster. The room has blue walls, a bed with blue bedding, and a window with blue curtains. A small shelf with a plant is on the wall. The text 'This is Our Neighborhood' is overlaid in the center.

This is Our Neighborhood

This is Our Neighborhood



**This is Our
Neighborhood**

Tik Tok: Jake's Neighborhood

JAKE'S NEIGHBORHOOD: TIKTOK



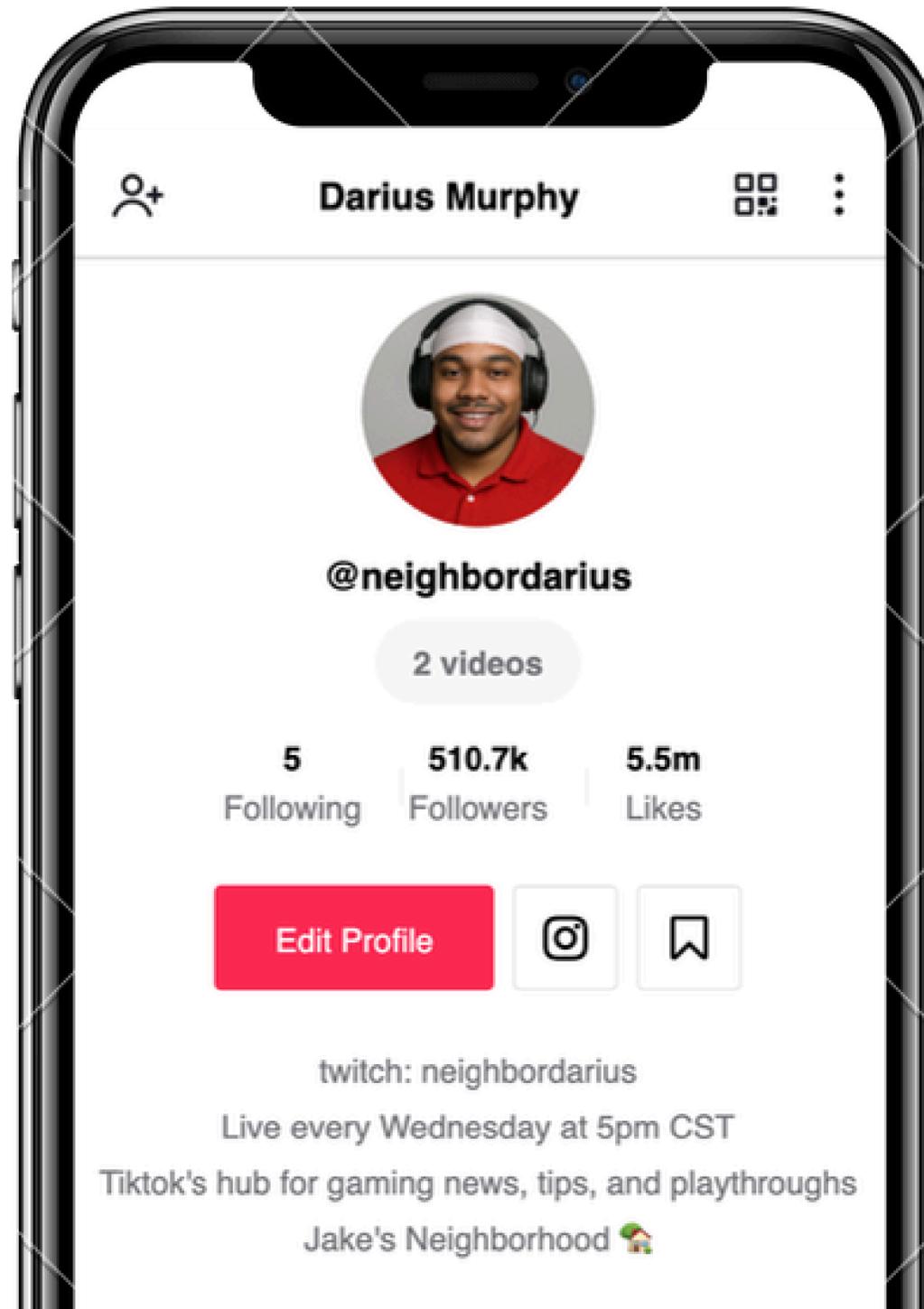
@NEIGHBORDARIUS

CONTENT

- Gaming news/tips
- Live playthroughs

PERSONALITY

- Funny
- Charismatic
- Chaotic



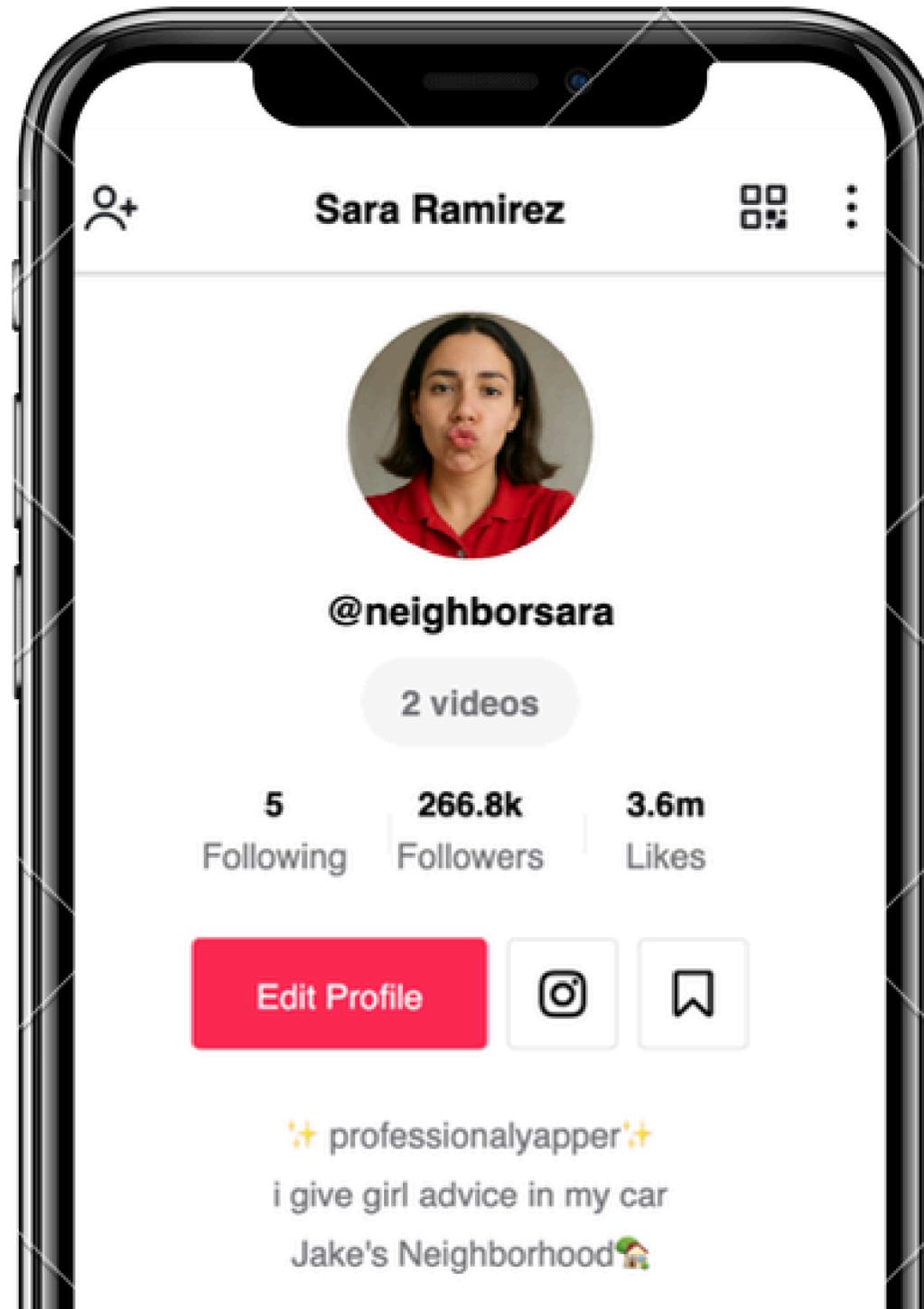
@NEIGHBORSARA

CONTENT

- Girl talk
- Life tips

PERSONALITY

- Relatable
- Blunt
- "Big sister" energy



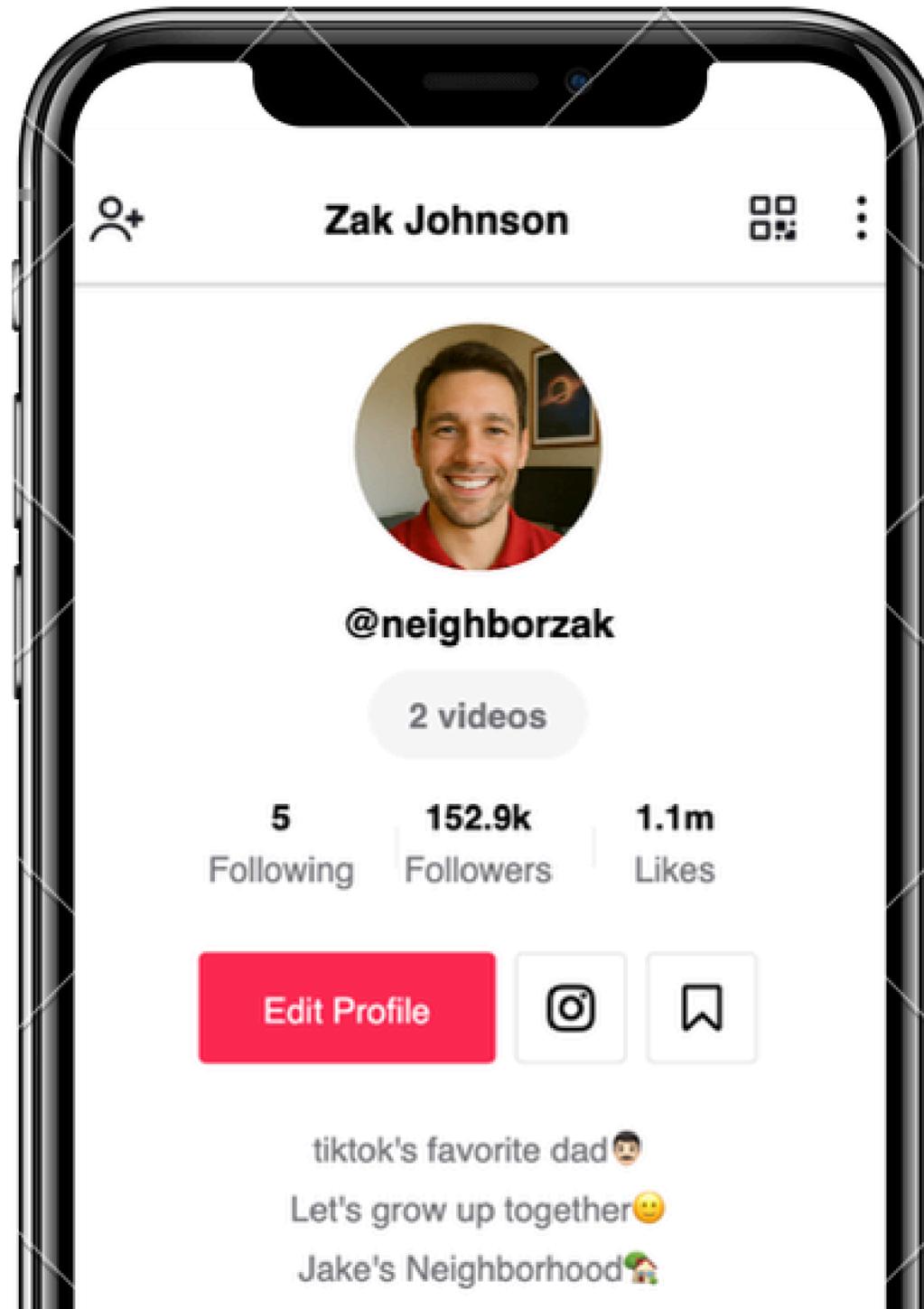
@NEIGHBORZAK

CONTENT

- Life advice
- "Dad" tips

PERSONALITY

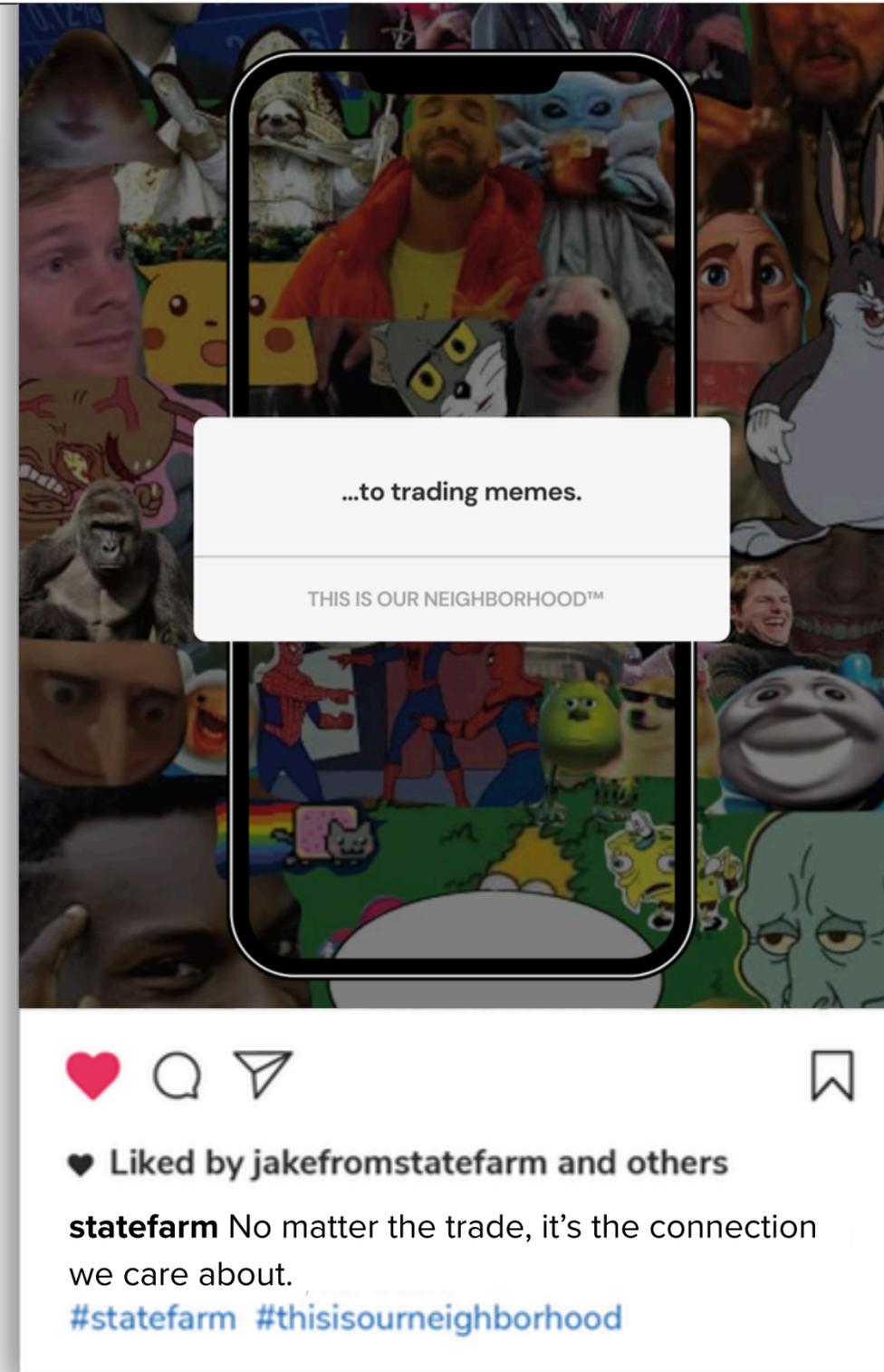
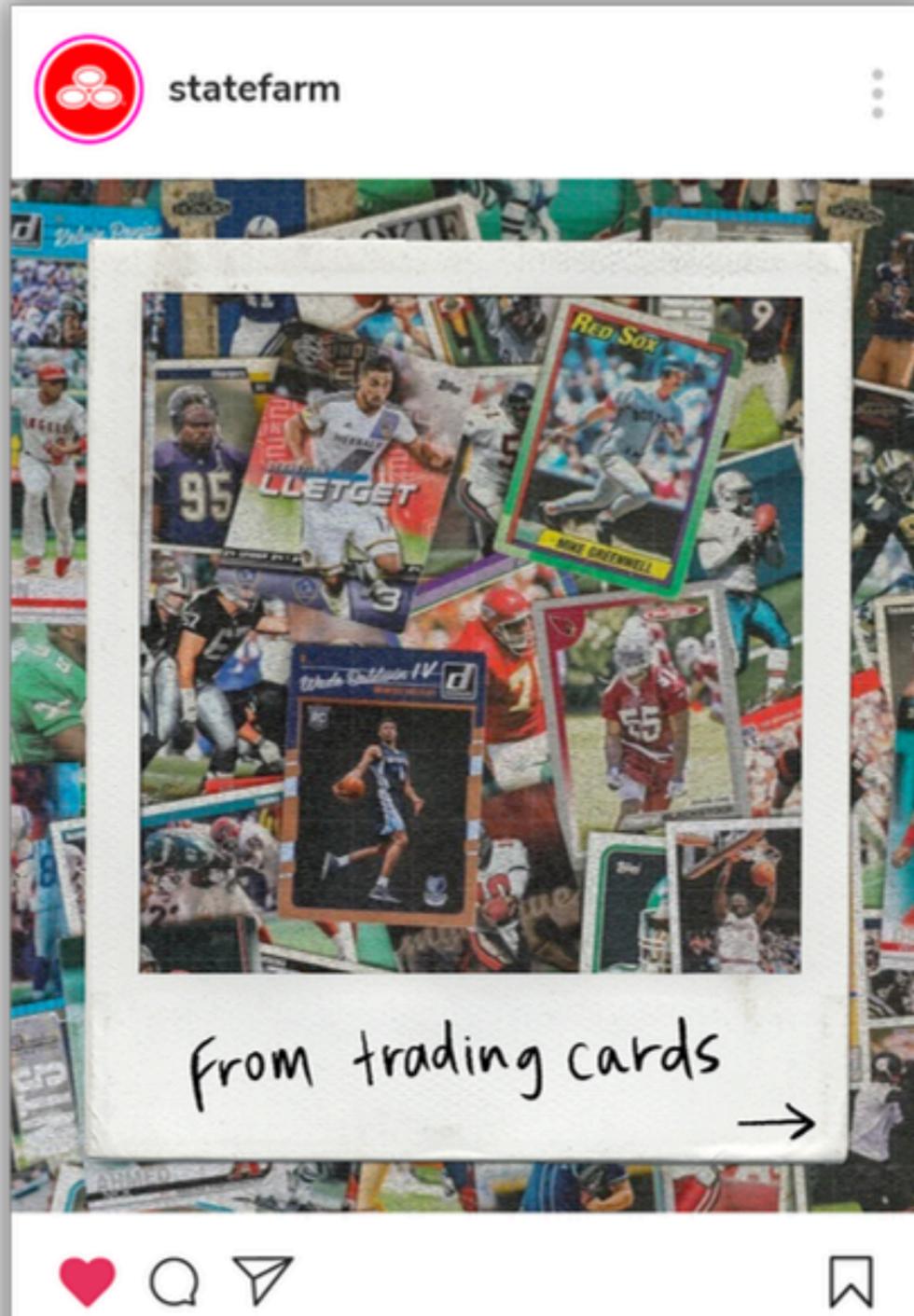
- Wholesome
- Friendly
- Fatherly



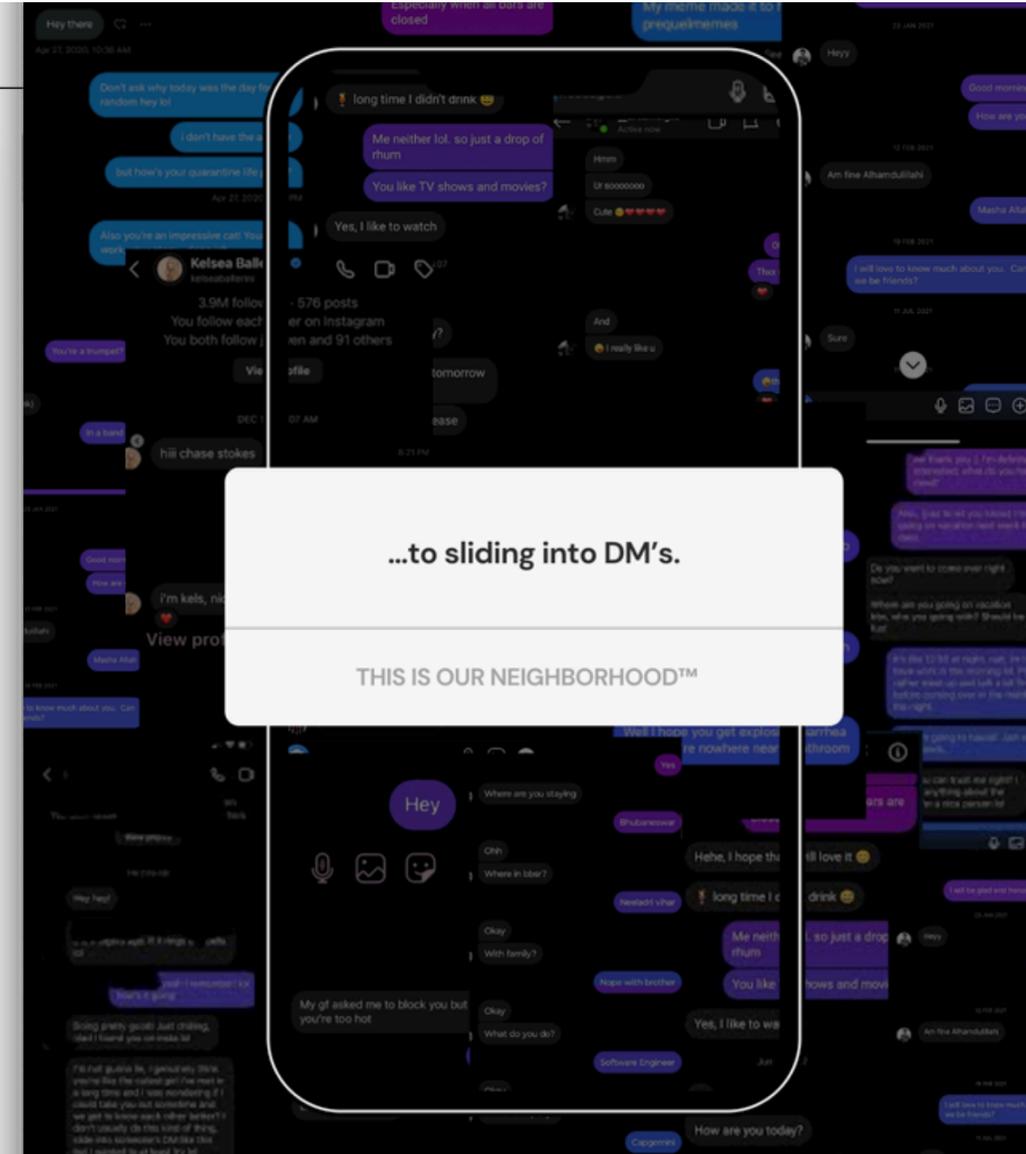
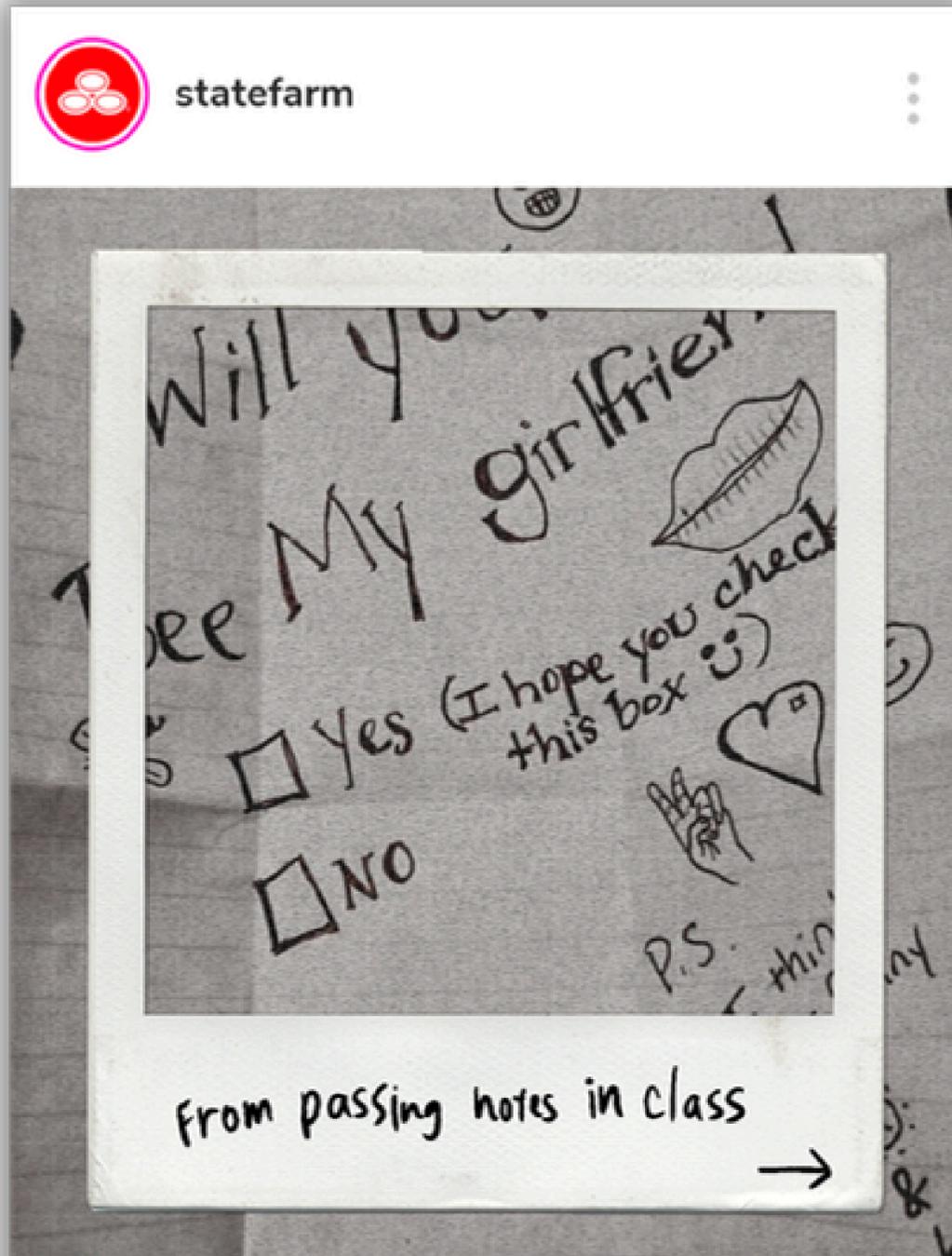
**This is Our
Neighborhood**

Instagram: Our Origins

OUR ORIGINS: INSTAGRAM



OUR ORIGINS: INSTAGRAM



♥ Liked by **jakefromstatefarm** and others
statefarm No matter the method, it's the connection we care for
[#statefarm](#) [#thisisourneighborhood](#)

OUR ORIGINS: INSTAGRAM



♥ Liked by jakefromstatefarm and others

statefarm No matter how the world changes, State Farm will have your back.
[#statefarm](#) [#thisisourneighborhood](#)



**This is Our
Neighborhood**

Influencers: “Protect What Matters”
& “Dear Younger Me”



“PROTECT WHAT MATTERS”

- Each influencer posts a short video sharing what they protect: their cat, laptop, gaming setup, peace of mind, etc.
- Call-to-action: “Now it’s your turn — duet/stitch this video and tell us what you protect.”
- **#ProtectWhatMatters**



“DEAR YOUNGER ME”

- Users post a video or photo with their childhood self and voice over or caption what they’d say to little them now
- Funny, chaotic, or wholesome tones encouraged:
 - “7-year-old me thought I’d be a dolphin trainer. 25-year-old me has renter’s insurance and anxiety – but we’re doing great.”
- **#DearYoungerMe**

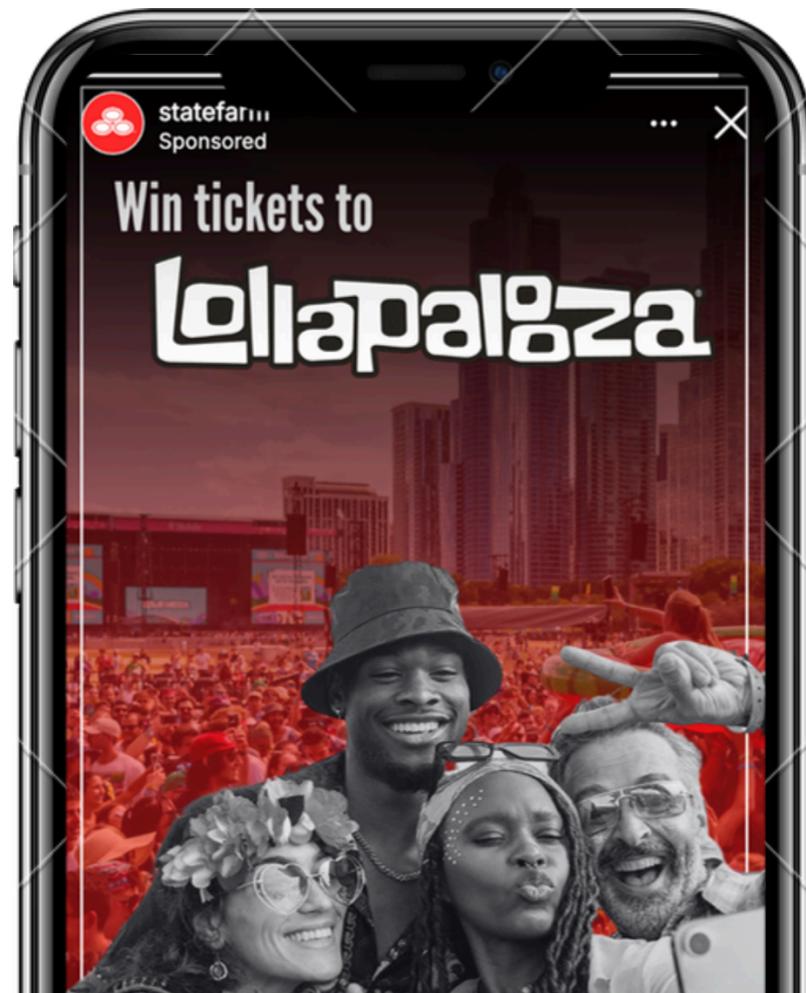
**This is Our
Neighborhood**

Lollapalooza Sweepstakes

LOLLAPALOOZA SWEEPSTAKES

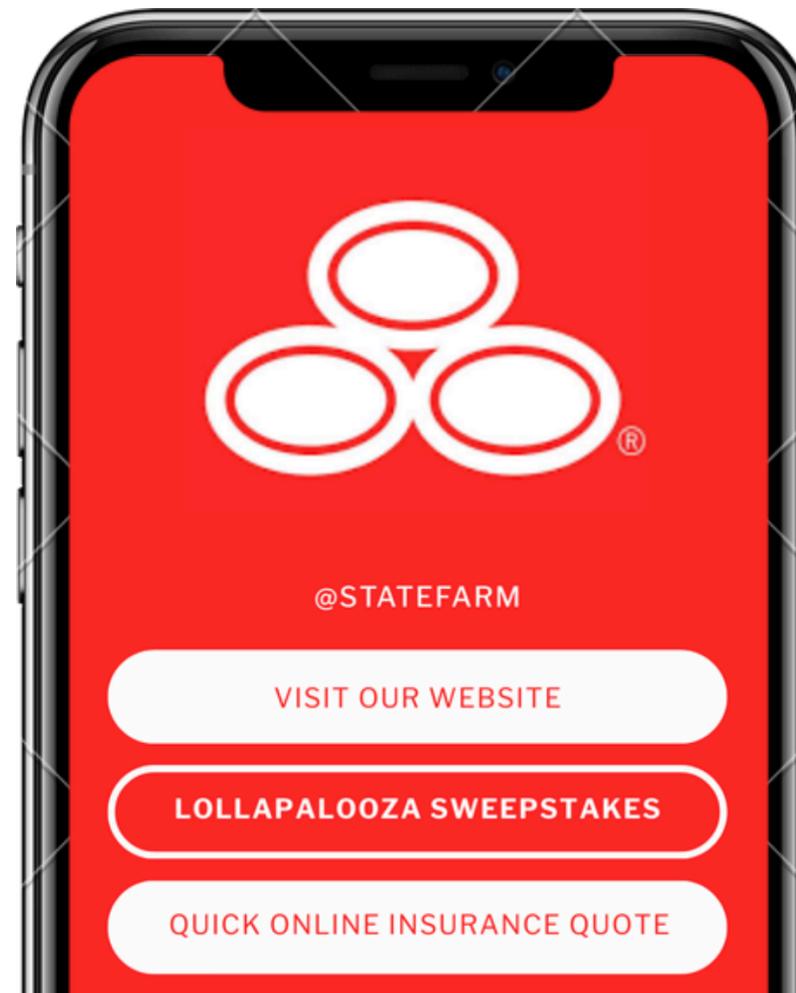
1

Users swipe or click a link in bio (or swipe up if using Stories/Reels)



2

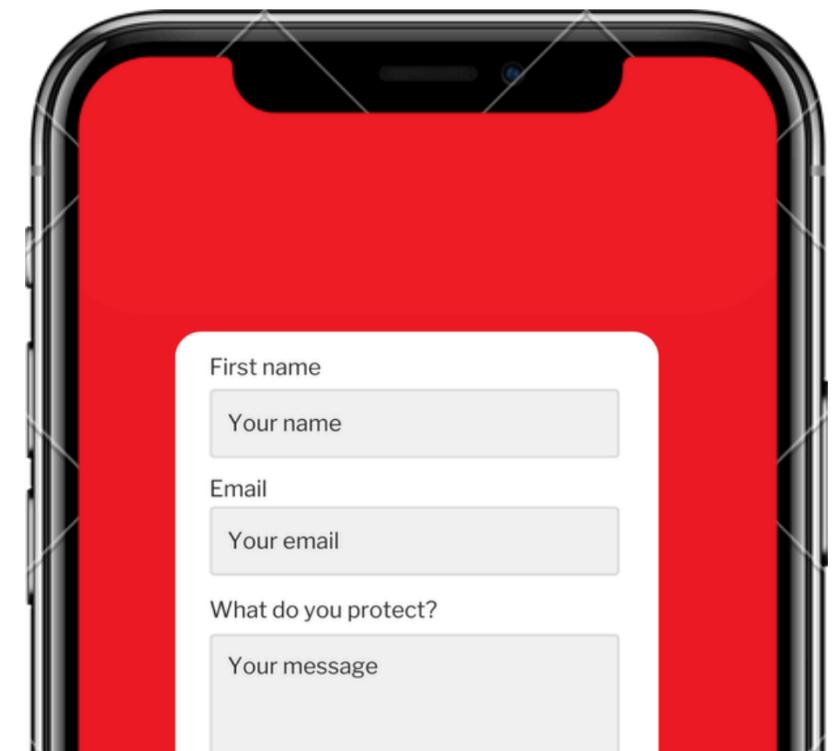
A branded microsite or linktree-style hub



3

"Enter for a chance to win Lollapalooza tickets!"

"Tell us what you protect by tagging State Farm & sign up for exclusive content from State Farm"



MEDIA

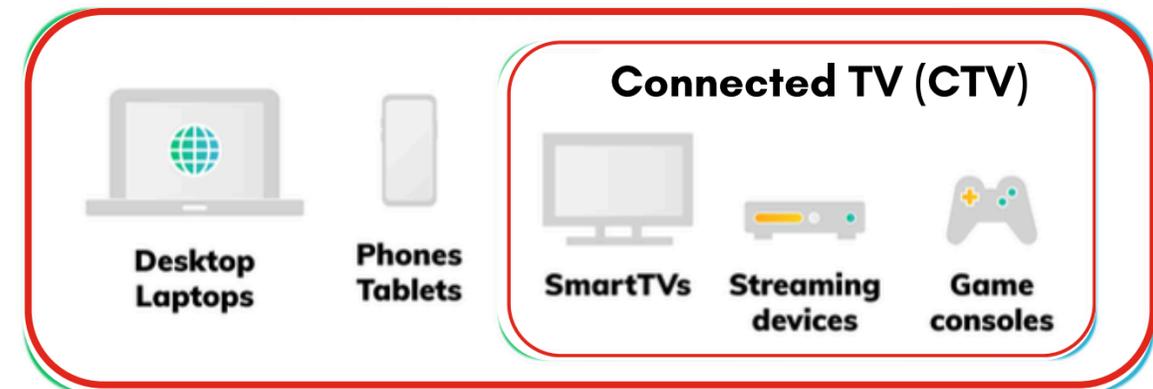


BRAND FILM



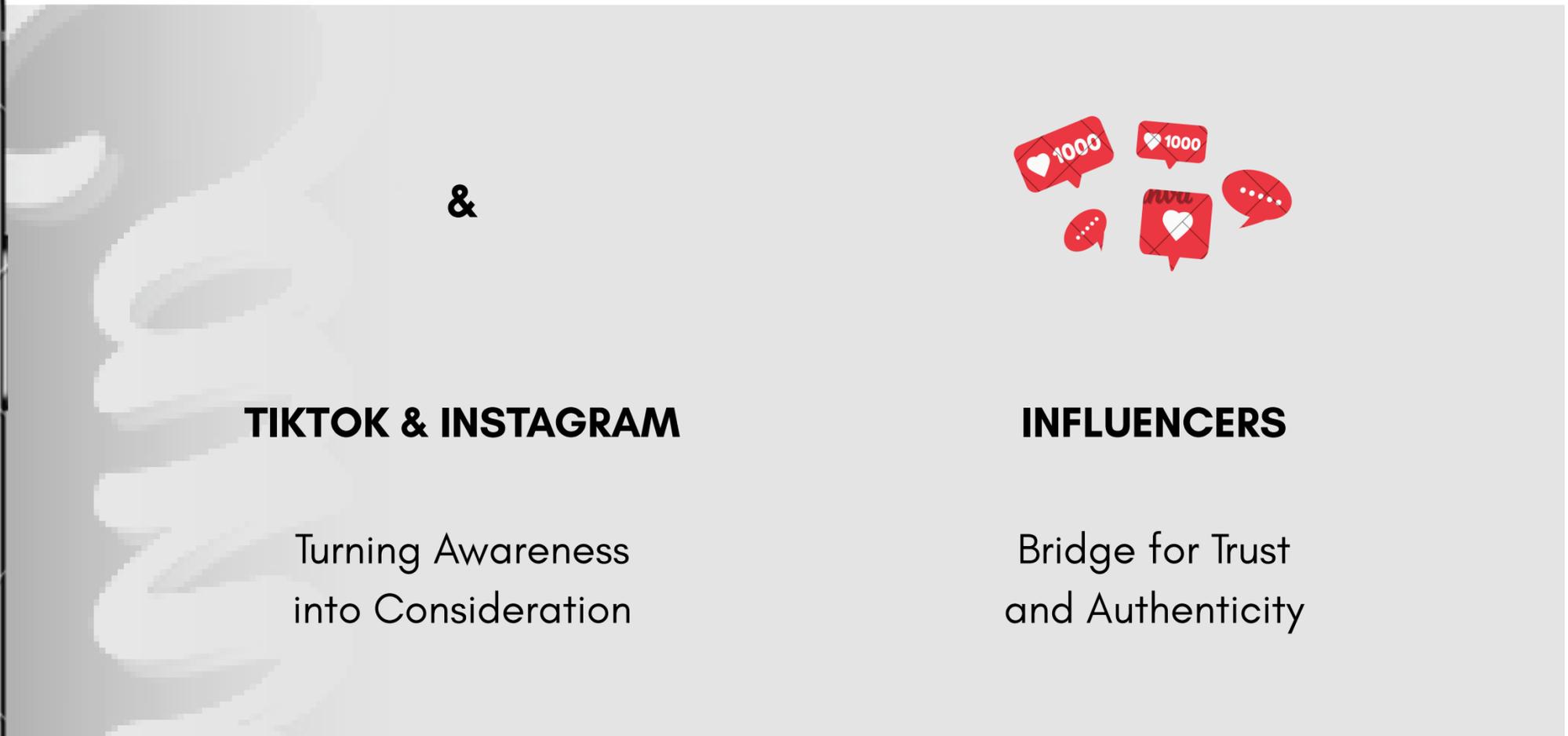
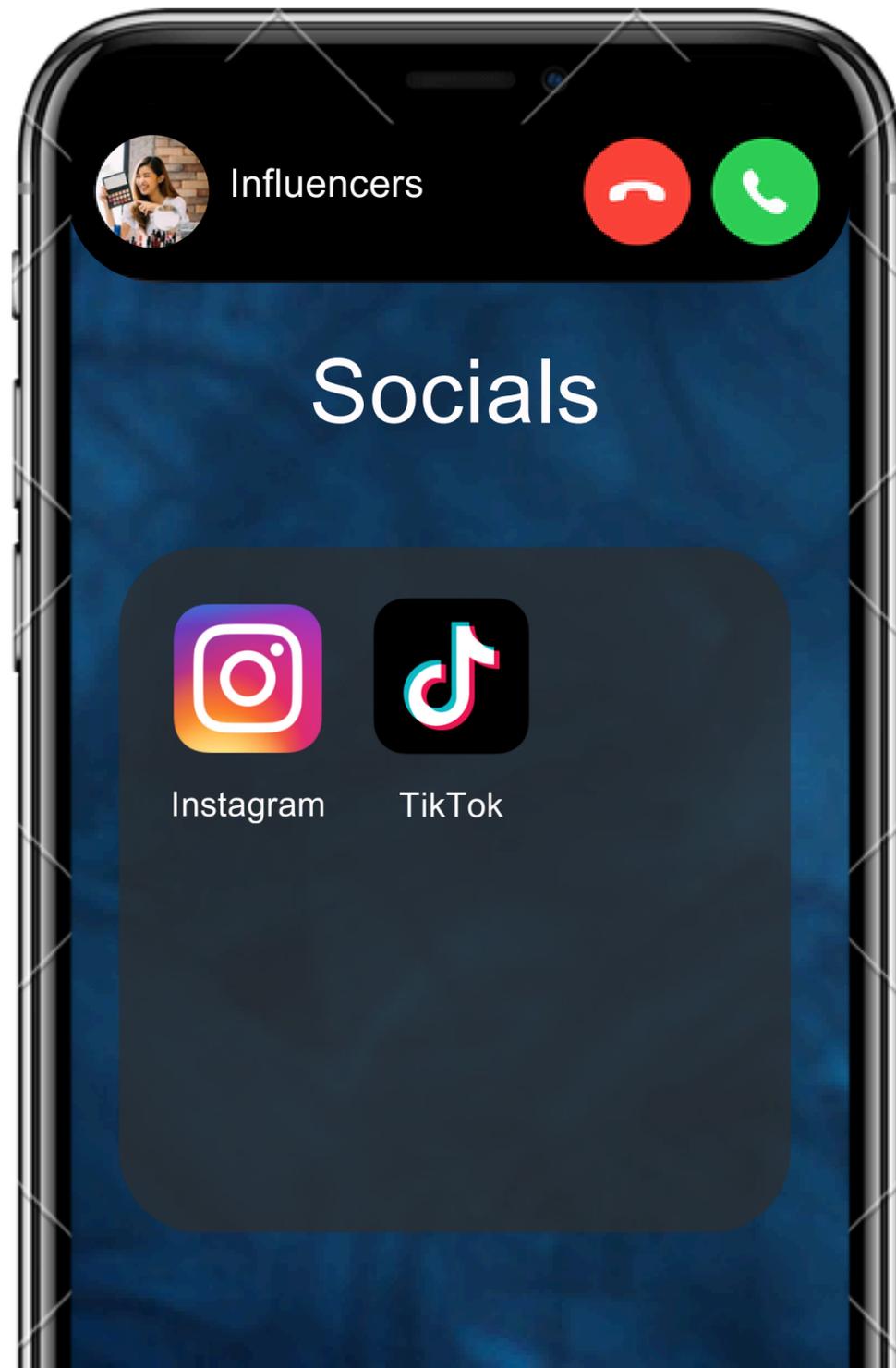
CHANNELS

OTT STREAMING SERVICES



YOUTUBE.COM





HUNTER

@aboveaveragefps



Platform: IG/TikTok
Followers: 51k/200k
Niche: Tech, computer gaming pieces

GG SHEED

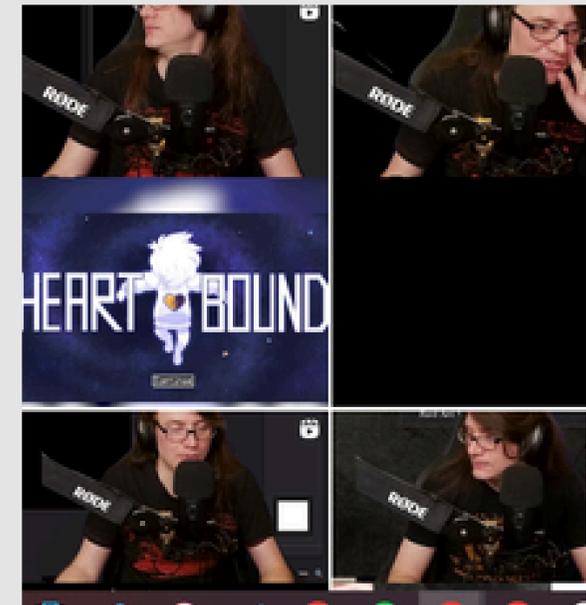
@gg.sheed



Platform: TikTok/IG/YouTube
Followers: 390k/595.2k/160k
Niche: Tech, gaming pieces, reviews

PIRATE SOFTWARE

@PirateSoftware



Platform: TikTok/IG
Followers: 319k/121k/2m
Niche: Game development, programming, advice, and animal rescue

CAILEY RAE

@cailey.raee



Platform: TikTok/IG

Followers: 5000/10.9k

Niche: College student lifestyle, working out, beauty, wellness

ARIA KIM

@techwitharia



Platform: IG

Followers: 87.9k

Niche: "You go to for tech, career, and life advice"

KATE DAVIDSUN

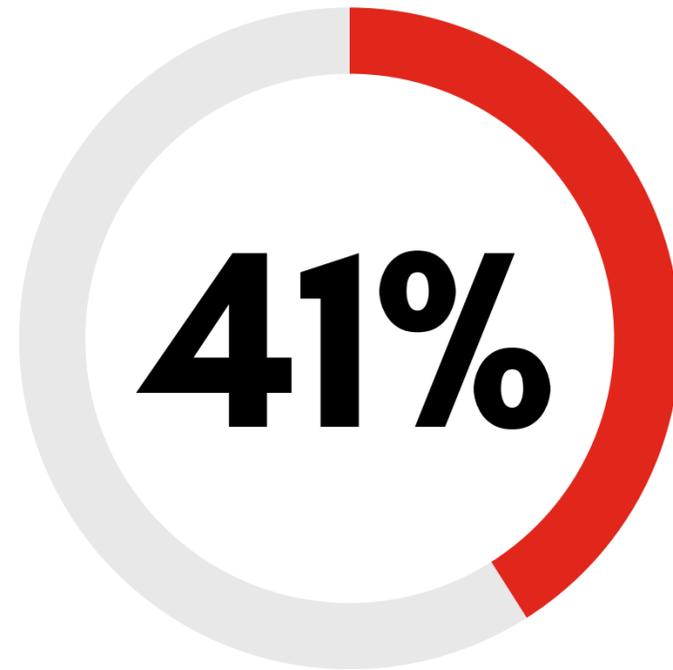
@katedavidsun



Platform: TikTok/IG/YouTube

Followers: 741k/444k/266k

Niche: Pet fostering, pottery, wedding prep, new house renovations



of clicks go to the top 3 paid ads on the search results page

PURPOSE

1. Increase Brand touchpoints during key search moments

2. Be present when high intent users are ready

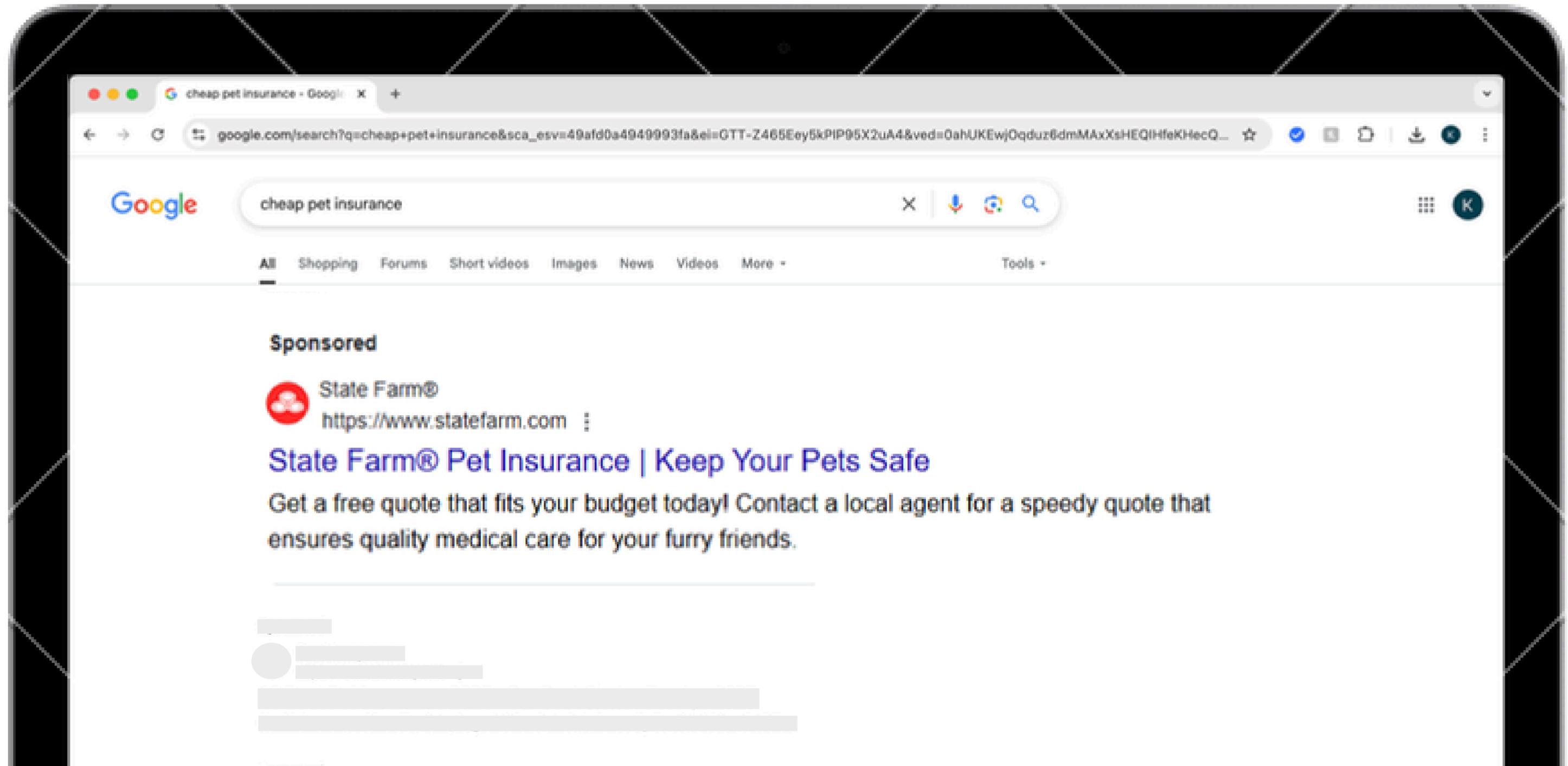
KEY AD GROUPS

GEN Z FOCUSED

first time insurance, young renter's insurance, etc.

SWEEPSTAKES CENTERED

Lollapalooza tickets, Lolla ticket giveaway, State Farm sweepstakes, etc.



FLIGHT, KPIS, & BUDGET

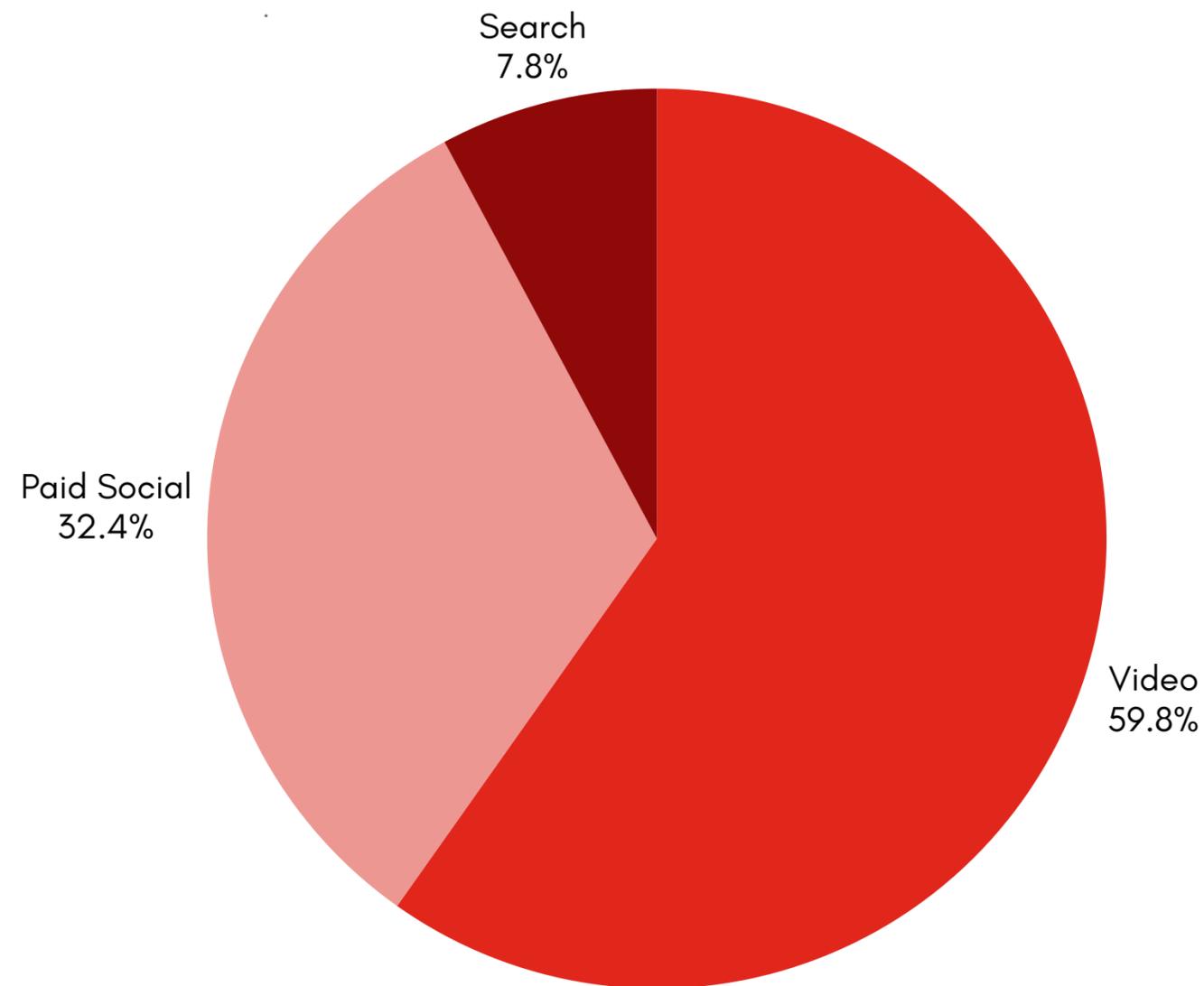


MEDIA PLAN

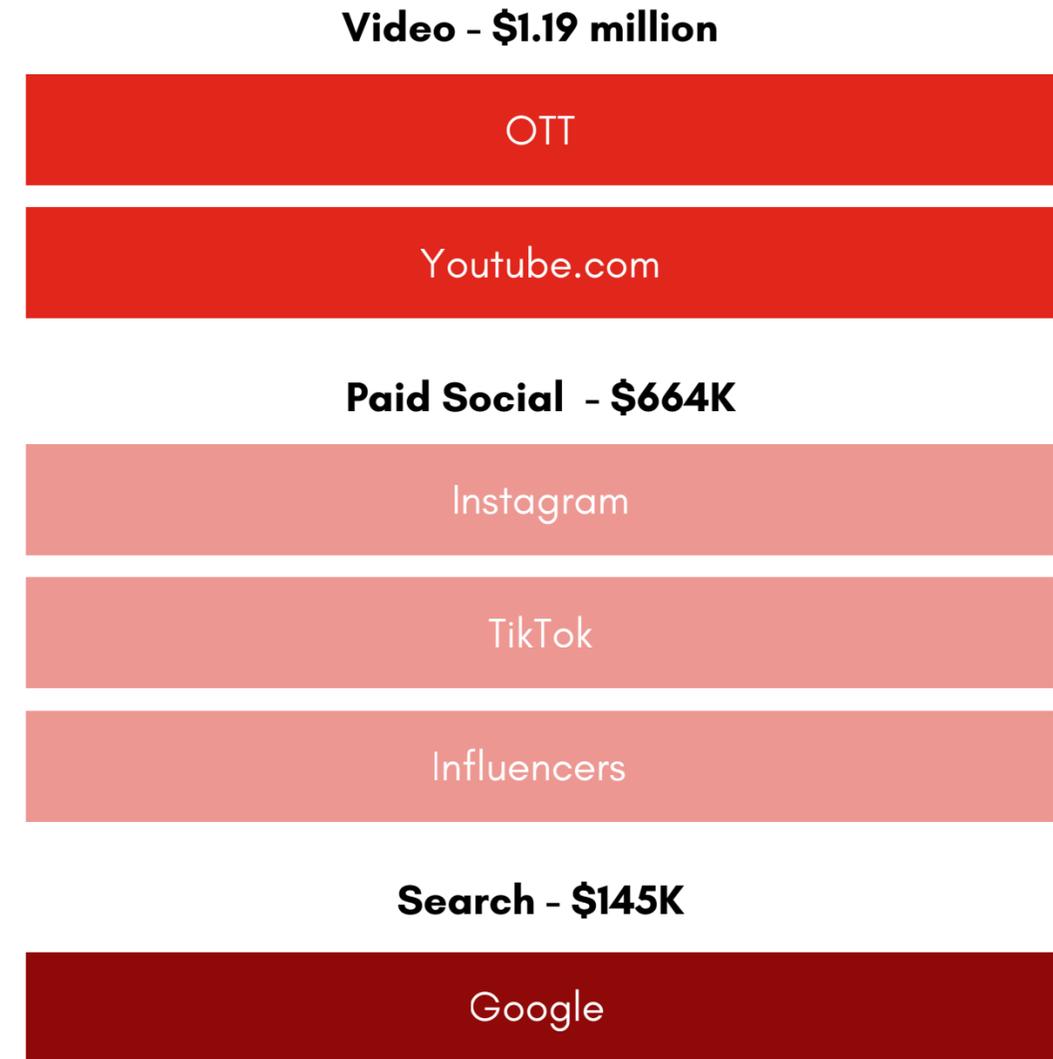
	May *					June				July				Total Media and Production Cost	Total Impressions (by Million)
	1	8	15	22	29	5	12	19	26	3	10	17	24		
Video															
Youtube.com	:15 Second Skippable Ads (This is Our Neighborhood)													\$155,000	34.3M
Over-The-Top	:30 Programmatic Pre and Mid-Roll (This is Our Neighborhood)													\$1,035,000	26.2M
Paid Social															
TikTok	In Feed Videos (Jake's Neighborhood)													\$294,250	24.4M
Instagram	Carousel Static Posts (Our Orgins)													\$170,000	2.5M
Influencers - Gavin	Influencers													\$60,000	2.4M
Influencers - Maya	Influencer Challenge (#ProtectWhatMatters)					Influencer Challenge (#DearYoungerMe)								\$140,000	5.6M
Search															
Google	Key Ad Groups "Gen Z Focused", "Sweepstakes Centered"													\$45,750	3M
Totals:													\$2,000,000	121M	

	CHANNELS	KPIS
VIDEO PAID SOCIAL EARNED MEDIA SEARCH	OTT & Youtube.com	Views, Completed Views, Reach (Uniques)
	Instagram & TikTok	Impressions, Engagements, Brand Mentions, Sentiment, Views, Completed Views
	Micro-Influencer Social Platforms (Instagram and TikTok)	Impressions, Reach, Brand Mentions, Hashtag Performance
	SEM	Clicks, Website Traffic (non-bounce), Branded Search Volume Lift, Share of Voice

BUDGET OVERVIEW



TOTAL BUDGET ALLOCATED



MEDIA MIX BREAKDOWN

WHAT'S NEXT?





DISCORD

Sponsor a Discord channel with a notable influencer focused on an upcoming game release to further engage the gaming community.



EXPAND BRAND VIDEO

Create more spots for the "This is Our Neighborhood" campaign following the journey of each persona individually.



NEWSLETTER

Create genuine touch points with Gen Z and provide guidance & tips for their transition into adulthood. Further integrate State Farm into Gen Z's neighborhood.



THANK YOU

