



*TEAM 282*

**aaf** national  
student  
advertising  
competition

***PUSH  
FORWARD***

# Executive Summary

The National Football League (NFL) tasked us with building a bold, emotionally resonant campaign that unifies their six existing youth sports programs and raises greater awareness of these initiatives. However, our research found that very few people even know about these efforts. How can we change that?

The answer is simple: **go beyond the field and integrate the NFL into the everyday lives of the youth they seek to help.**

Young people are facing challenges unlike any generation before them. Rapidly evolving technology, unprecedented levels of exposure, and shifting social norms, all while lacking the skills to navigate these issues. And when they need someone strong and confident to guide them, parents aren't able to step up to the challenge. Parents are expected to have all the answers. But the reality is they are just as lost as their children.

The NFL has the power to meaningfully impact audiences through their programs. Since 1920, the NFL has become a cultural powerhouse in the United States with an increasingly growing global audience. The NFL is a name audiences instantly recognize and trust to provide bold, exciting entertainment.

The Push Forward campaign will reintroduce the NFL as a teammate who uplifts and encourages audiences to push past what's holding them back. Through a supportive and empowering tone, audiences will understand that it's not just kids who will benefit. Anyone can find the help they have been searching for within these programs. By providing the tools and guidance to face life's obstacles, the NFL will strengthen loyalty and build lifelong fans.

Push Forward will build awareness of the NFL's youth programs by utilizing the existing NFL brand, strategic partnerships, and executions. Through real-life, community-focused events, we will connect parents and children in a meaningful way. These experiences will break the cycle of disconnection within families, forever linking them to the NFL.

**Because no matter what stands in your way, you can Push Forward.**

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1

### Increase Awareness

*While awareness of these initiatives is at 45% among NFL fans, we found this number is only 32% among average consumers. This campaign must unify these programs under one clear message that audiences will instantly recognize.*

2

### Elevate Brand Perception

*Through impactful and purposeful actions, families will emotionally resonate with the NFL's efforts in youth health and wellness.*

3

### Drive Engagement

*Encourage participation in the programs through meaningful partnerships and bold creative executions, creating lifelong fans.*

# Contextual Framing

## *When was the last time you checked up on your child?*

In a world filled with constant connection, parents and children are more disconnected than ever. As much as parents try to keep up with their children, they are still falling short.

And children, during the most vital time for their development, are left struggling. 32.3% of parents admit that they don't or don't often discuss their children's mental health. At the same time, we found that 43.9% of kids feel very uncomfortable or uncomfortable talking about their personal life with their parents. Instead, 51.4% of them rely on Google to help them with their problems. This disconnect leaves parents oblivious to their child's struggles while kids are left to navigate their emotions without guidance.

With nowhere else to turn, children have found solace in their digital devices. When asked what they would do with their free time after school, 57.9% of kids chose to spend it on digital media. Spending so much time online has deteriorated their mental health and relationships, as 40.5% of kids say they struggle with mental health, and an additional 13.5% struggling with social interactions and

Children's physical health has also taken a toll as they choose screens over outdoor activities. In the United States, only about 20–28% of children and adolescents meet the recommended 60 minutes of daily physical activity. Parents are making efforts to improve their children's health, but not in the right way. When asked what steps are being taken to ensure kids' health and wellness, 59.4% of parents responded that they provide "healthy meals."

This shows that while parents think they are taking care of their children's health, they are misguided and lack the knowledge to properly provide for their children.

Technology has also infiltrated schools, which has impacted children's focus, discipline, and cognitive skills. The Programme for International Student Assessment (PISA) data show that higher daily classroom screen use is consistently linked to lower scores in reading, math, and science. 71% of parents report being concerned about their child's screen time, citing its impact on attention span, learning, and overall development, according to the Pew Research Center.

Parents are ultimately the ones who care about their kids the most. According to the American Psychological Association, 77% of parents report feeling significant stress related to managing their children's emotional and mental well-being. Even though they are doing their best to show up for their kids, parents stepped into this role with a handicap.

Parents were never taught how to parent; they are simply emulating their experiences from their own childhood. If those patterns lacked emotional openness, there is simply no chance of breaking the cycle.

## Impressions:

**Parent survey: 67**

**Qualitative: 470**

**Brand assessment: 92**

**Future/behavioral: 27**

**Kids behavioral: 83**

**Secondary/media: 1,550**

**Sports: 2**

**Values: 56**

**Qualitative: 1550**

Total:  
**2020**  
respondents

## Methodology & Goals:

- Evaluate awareness and perception of existing NFL youth initiatives.
- Identify key social, emotional, physical, and developmental challenges affecting today's youth.
- Understand the needs, concerns, and pressures facing parents and caregivers.
- Investigate barriers preventing families from participating in community and wellness activities.
- Explore motivations, values, cultural norms and support systems that influence youth development.
- Analyze behavioral trends that impact youth engagement, activity levels, and social connections.
- Determine the most effective channels to reach youth and families.
- Apply segmentation to address diverse family structures, environments, and access levels.

# The Four Pillars

Lorem ipsum

## EMOTIONAL

How children feel, process emotions, and express themselves.

According to the Center for Disease Control, in 2023 4 in 10 high school students

**Q:** "How comfortable do you feel talking about your personal life (friendships, mental health, self-confidence, etc.) with your parents?"

**A:** 43.9% answered: Uncomfortable or very uncomfortable

**Q:** "How do you honestly feel about your kid's health?"

**A:** 48.6% of parents said: "I don't think there is anything wrong with my child's health"

There is a clear disconnect between parents and children. While 93% of parents believe their children feel comfortable sharing their emotions, 38.8% of distressed students report having no one to talk to about their feelings. Many kids feel misunderstood or unsupported, leading them to withdraw rather than communicate.

This pillar offers solutions like team sports, shared experiences, and supportive conversations that build trust and encourage emotional expression. By creating spaces where children feel heard, emotional development becomes more accessible and consistent in the daily lives of families.

Programs that align = Character Playbook

## INTELLECTUAL

How children think, learn, focus, and process information.

Across ~80 countries, higher classroom screen use is linked to lower reading, math, and science scores.

**Q:** "Do you believe technology improves your child's learning?"

**A:** 77% of parents responded: "Yes"

Students using computers for ~5 hours/day in school score over 2/3 of a standard deviation lower than those with minimal

Learning has become increasingly screen-based, reducing focus, retention, and real-world problem-solving skills. Digital environments promote multitasking and shorter attention spans, further hindering cognitive development in children. Parents are navigating an environment where screens are unavoidable, yet difficult to manage. 65% of parents say they spend too much time on their own devices, and 42% say they could be doing better at managing their child's screen time. This creates uncertainty around how to effectively support their child's development in a digital environ-

The pillar encourages focus, discipline, and strategic thinking through teamwork and education. The NFL youth programs place children in environments that support the development of children's cognitive and problem-solving skills, easing the worries of parents.

Programs that align = Inspire Change

## PHYSICAL

How children use and develop their bodies through movement and activity.

Globally, over 80% of adolescents aged 11-17 do not meet recommended physical activity levels.

**Q:** "What is the biggest barrier that prevents you from playing a sport?"

**A:** 52.5% of parents claimed: "Not enough free time / busy schedule"

**Q:** "What makes it hard for you to play sports or be active?"

**A:** 27.5% of kids responded: "I do not have enough time"

Physical activity has become inconvenient. Team sports demand time, structure, and resources. Parents face increasing time constraints and safety concerns, making it harder to prioritize physical activity such as playing outside, participating in sports, walking, or any form of active play that contributes to overall health.

This pillar reinforces the importance of integrating movement into daily life despite the barriers that hold them back to build healthy habits that will last a lifetime. Instead of treating exercise as something separate or difficult to plan, emphasizing that small, consistent actions will make physical activity more accessible and realistic for families.

Programs that align with the pillar = NFL Play 60, NFL Flag

## SOCIAL

How people interact with others and build relationships.

65% of Gen-Z believe that online interactions increase their loneliness.

"I have a lot of friends but I'm not super close with them. Like I don't really have a best friend I can tell anything. My friend rarely text or call me outside of school."

13% of parents admit that they use digital devices to avoid having uncomfortable discussions with their child as a way to keep the atmosphere pleasant.

In the digital age, it has become increasingly difficult for children to create meaningful bonds and develop these social skills. When parents are constantly on their phones at the dinner table, their children mirror this habit and spend an extra 39 minutes a day on their own devices. When parents actively engage with screens in place of real interactions, kids miss opportunities to develop social confidence and interpersonal skills.

This pillar supports parents and kids as they navigate in-person socialization. Even though in-person connection asks families to be vulnerable with each other and their communities, the opportunities for growth and connection make it worthwhile.

Programs that align with the pillar = Character Playbook

# Profiles



## Jorge Perez, 31

**Demographics:** Latino, high earner, married, bilingual

Jorge is a family man who loves sports almost as much as he loves his kids. His passion for the game was passed down from his parents, who always encouraged him to play any and every sport.

Now that he's a father, he wants his kids to experience the same excitement and community he did.

However, his kids would rather play video games or doomscroll on social media. He longs for a moment to cheer his own kids on from the sidelines, just like his parents did when he was playing

*"I just want them to feel what I felt."*



## Amanda Smith, 31

**Demographics:** Mom, white, married, has 4 kids

Amanda is a suburban super mom who does it all: morning drop-offs, after-school pickup, PTA meetings, packing lunches, and cooking weeknight dinners.

Her days are jam-packed with no moment to rest. She's an overachiever, driven by her desire to do what's best for her kids.

But in the back of her mind, she wonders if her efforts are enough to build a strong foundation for their futures.

*"I just need to know that I'm doing the right thing."*



## Jesse Miller, 8

**Demographics:** Male, white

Jesse LOVES video games. He is always on his iPad playing Roblox with his friends from school, even on school nights. Gaming is where he feels he belongs, while school is just boring.

His parents would love for him to join a sports team so he can build healthier habits, but they don't want to approach him about it for fear of upsetting him and straining their relationship.

*"I'm already on a team called Roblox."*



## Maya Lopez, 13

**Demographics:** Female, Latina

Maya is active on social media and follows creators who blend sports, style, and confidence.

Her feed is full of people feeling empowered, building friendships, and having fun while playing sports.

However, sports feel scary and intimidating, especially for girls. She wants to feel powerful, just like the women she sees on Instagram and TikTok, but doesn't have a safe and supportive entry point into sports.

*"I just don't want to look lame in front of everyone."*

# Brand Manifesto

*Life is the hardest game we have to play, and every generation is struggling.* So many parents are stumbling through parenthood without guidance or support. And their kids are left feeling alone. Instead, they find comfort from screens rather than others. No matter how much we want to change, fear, doubt, and a lack of opportunity hold us back.

**But no one was meant to play the hardest game in the world on their own.**

With NFL Push Forward, we've united our community-focused programs under one initiative to support parents and kids on their journey. These programs create a place where everyone will find real-life connections, a community, and a sense of belonging.

A place that teaches kids to prioritize their mental well-being and reminds parents to listen to their needs. A place that will instill the importance of education in the next generation. A place where parents can take control of their health, get kids moving again, and learn the importance of a healthy diet.

Because when you develop yourself inside and out, you are building towards a healthier, happier, more connected future.

**Growth starts somewhere. And once you start, we help you push forward.**

# ***PUSH FORWARD***

# Creative & Design Strategy

**Creative Direction:** Our creative direction positions the NFL as a teammate: supportive, approachable, and empathetic. Through bold, youthful visuals and motivational messaging, Push Forward shows parents and kids that they are not navigating challenges alone. Rooted in the energy of football but extending beyond the game, this campaign shows how NFL initiatives help build confidence and character. By blending storytelling with a dynamic visual identity, we present the NFL as a brand invested in helping the next generation while strengthening meaningful connections with its audience.

**Message Approach:** Push Forward inspires parents and kids to move past fears and obstacles and step into their full potential. Through supportive and empowering copy, the campaign speaks directly to their challenges while being motivational. Every message is designed to spark confidence and reinforce that growth is there when families feel seen, supported, and ready to embrace it together.

**Design Strategy:** Drawing stylistic elements from sports graphics and maintaining NFL typography keeps our work recognizable and rooted in the league. Layering and subtle interactions between elements add depth and movement. Color blocking highlights campaign colors without losing balance and is anchored by NFL blue. Together, these elements create a dynamic and distinctly NFL visual identity.

**Colors:** Each of the four pillars is represented by a color, helping both parents and kids recognize which area of well-being is being addressed through creative executions. Passionate Pink represents the emotional pillar, reflecting compassion, vulnerability, and confidence. Sharp Blue represents the intellectual pillar, associated with wisdom, trust, and learning. Energetic Green represents the physical pillar, symbolizing growth, health, and energy. Amiable Yellow represents the social pillar, conveying warmth, joy, and positivity. Used alongside the NFL's core brand colors, these colors create a unique visual system that signals the campaign's focus areas while maintaining a strong connection to the NFL identity.

**Typography:** Push Forward uses the NFL's existing fonts to remain consistent with the brand audiences already recognize and trust. Headlines will appear in bold, uppercase typography to create a strong and energetic visual presence that reflects the confidence and momentum of the campaign message. The use of capital letters also subtly reflects the three-letter structure that audiences instantly associate with the NFL, reinforcing consistency with the league's broader identity.

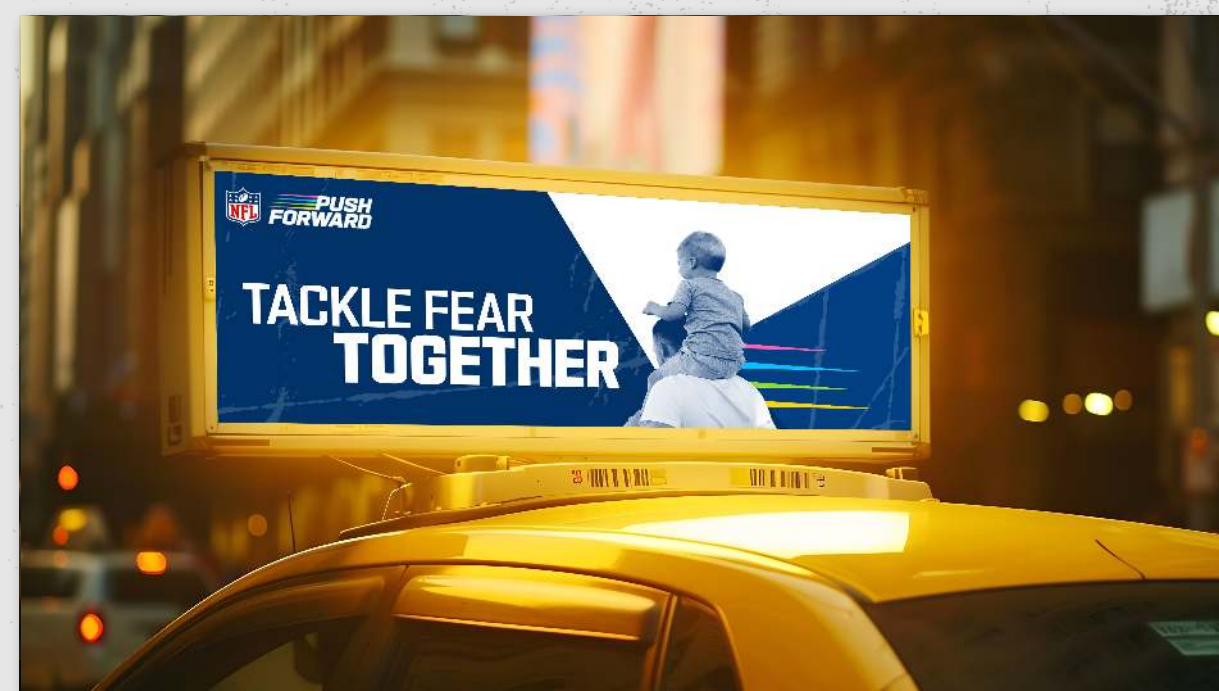
**Sound:** The Push Forward campaign uses the sound of a whistle blowing to connect the storytelling to the rhythm of football. By using the whistle to move between scenes, these creative executions mirror the same cycle of challenge and effort that defines both the game and personal growth. This sound ties the narrative structure directly to the language of football, making the transitions feel more natural while symbolizing the constant opportunities to reset, learn, and push forward again.

**Texture & Duotone:** The campaign's visuals use gritty texture and bold duotone treatments throughout creative executions to visually ground the work in the language of sports design. Both elements are staples of athletic graphics, often used to convey intensity, motion, and energy. The textures add a sense of dimension/depth, while duotone imagery allows the campaign's pillar colors to remain the focus. Our creative executions tap into the visual heritage of football and the NFL while translating it into a style that feels fresh and youthful.

**Color Blocking:** Color blocking allows the campaign's pillar colors to stand out while still working cohesively with the NFL's signature blue, creating balanced visuals that represent both the league and the initiatives. Color blocking is also applied in the backgrounds as a hard-edge angle gradient in the background. This technique keeps the viewer's attention focused on the message and introduces space within compositions that makes the designs feel easy to engage with and approachable.

# Creative Executions

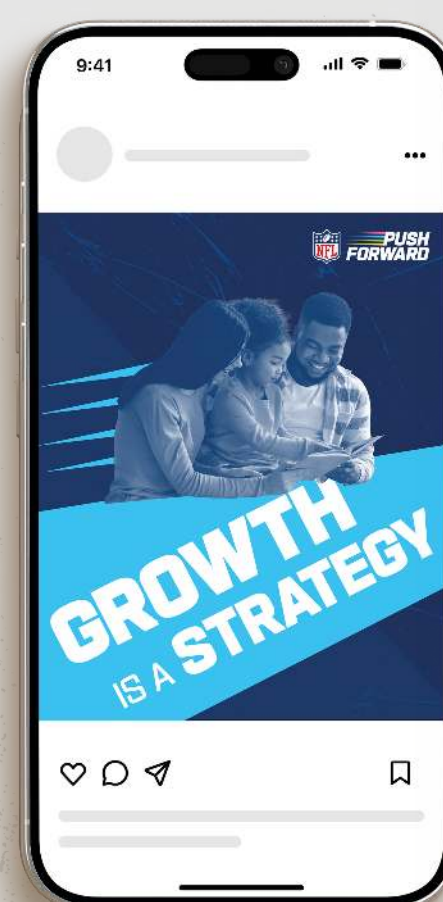
## Transit



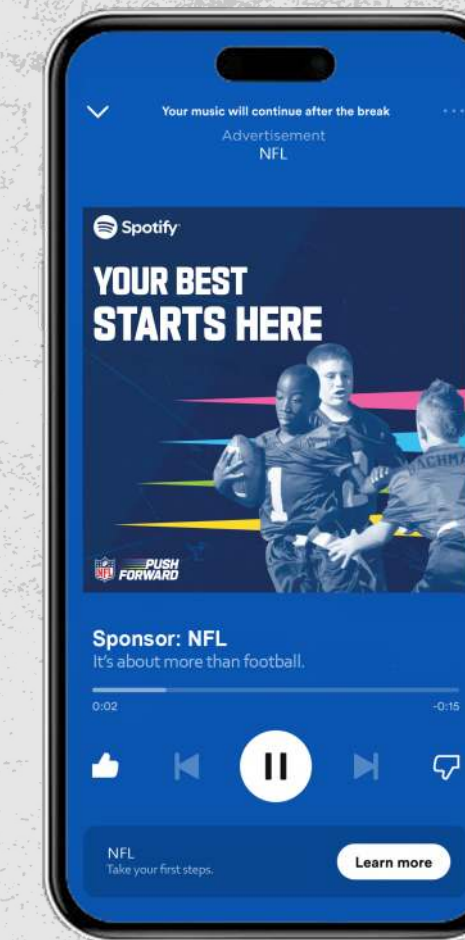
## Billboard



## Social Media



## Audio



### Name: Beyond the Whistle

This audio ad positions the NFL not just as a sports league, but as a support system that builds the development of players. It directs listeners to a URL to "take your first step," framing the program as a journey for both the child and the parents

## Commercial



### Name: The Extra Push

This commercial hits the arc of youth football highlighting how individual effort and peer support transform moments of exhaustion and failure into shared triumphs. Concluding with a coach's mentorship leading to a successful play, this commercial frames NFL youth initiative programs as a foundation for lifelong progress.

# Four Pillars as it Connects to Media

## Little Free Libraries (PLAY)

To physically introduce the campaign, we will set up little equipment closets that include free-to-use flag belts and a football in underprivileged communities. Alongside the equipment, there will be a QR code that links to a website where a free online book will be available every week. This introduces flag football in communities that may not have access to it, building positive brand association.

(Physical pillar)

(NFL Flag)

## Bubbl'r (GROW)

We will position Bubblr, a healthier alternative to soda, as the official pre-game energy boost of NFL Flag. This partnership will be reflected through limited-edition can designs and flavor names inspired by NFL teams, players, and the Push Forward campaign. The NFL will also establish the Push Forward Honors Program, a community-driven recognition award that celebrates NFL Flag players and coaches for their character and athletic ability. Winners receive an all-expenses-paid trip to the Pro Bowl, national recognition through the NFL and Bubblr channels, and a \$2,500 scholarship. This will shift the focus of football from elite competition to growth, community, and character development.

(Physical and intellectual pillars)

(NFL Flag, Gen Youth, Inspire Change)

## Traveling NFL Flag Watch Party Tour (PLAY)

To physically introduce the campaign, we will set up little The Traveling NFL Flag Watch Party Tour will host weekly family-friendly field days at NFL team stadiums and facilities on Sunday gamedays. These parties will feature several activity stations and mini challenges that emphasize fitness, teamwork, and character development. There will also be appearances from NFL players and food provided by Bubblr and Siete. This tour combines NFL game viewing with kids' sports activations, transforming traditional watch parties into active and family-friendly experiences centered around play.

(Physical pillar)

(NFL Play 60, Gen Youth, Inspire Change)

## Siete (BUILD/GROW)

Siete will partner with the NFL through several events aimed at reinforcing the importance of family connections, creating a sense of belonging, and giving back to the community. Por La Mesa: Postgame Series will host communal-style events in cities to bring people together through food and the shared postgame atmosphere. The partnership will also create the Por La Mesa Block Party. In collaboration with the Boys & Girls Club of America, local community centers, and grassroots organizations, each event brings people together for a shared dining experience.

(Social and emotional pillars)

(Gen Youth, Boys & Girls Club of America)

## Lego x NFL (BUILD)

This partnership will be carried out through several educational, collaborative, and uplifting activations and executions. Each aims to encourage interactive learning, physical activity, and community engagement.

Brick by Brick YouTube series: In collaboration with the Boys & Girls Club of America, this long-form video series would coincide with Character Playbook. The series pairs NFL & Flag players with kids as they engage in different NFL and Lego-themed activities while discussing topics centered around teamwork, leadership, and sportsmanship. These videos will help bridge the technology gap between kids and parents through collaborative play and conversations around digital habits.

Lego Mosaic: A large-scale community Lego build in multiple cities where people can add bricks labeled with values like courage, leadership, and kindness to create a giant "Push Forward" field. These mosaics create a visual representation of teamwork and growth, encouraging communities to contribute to something larger than themselves. It also reinforces the idea that a single effort moves not just you, but also your community forward.

(Intellectual, emotional, and physical pillars)

(NFL Flag, Boys & Girls Club of America)

## Sonic and Friends (PLAY/BUILD)

A partnership with Sonic and Friends will be a story-driven experience that bridges digital and real life. It begins with a six-episode short-form video series that initiates an exciting nationwide scavenger hunt. This partnership uses a nostalgic and yet culturally relevant character to encourage engagement between children, their parents, and the NFL youth programs. These experiences will create meaningful memories, resulting in lifelong NFL fans.

(Physical and emotional pillars)

(NFL Flag, Character Playbook, NFL Play 60, Way to Play)

# Media Strategy & Phases

The Push Forward campaign runs during the NFL preseason and regular season (June 2026 to May 2027). We will execute the campaign across three purposeful phases. Each phase leverages partnerships with brands that bridge the gap between parents and their children.

## Audiences Targeted:

| EXECUTION               | PRIMARY AUDIENCE                                                       | SECONDARY AUDIENCE                                                    | WHY IT WORKS                                                                                              |
|-------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Sonic/SEGA              | Kids ages 8-18                                                         | Millennial and Gen X parents who grew up with Sonic                   | Makes football feel fun, familiar, and approachable through character-driven storytelling.                |
| LEGO                    | Kids ages 8-18 and their families                                      | Parents seeking hands-on, screen-free activities                      | Encourages creativity, teamwork, and problem-solving in a way that naturally connects to play and sports. |
| Bubb'l'r                | Gen Z and Millennial athletes                                          | Health-conscious consumers and NFL culture followers                  | Fits active lifestyles and reinforces the campaign's physical and social pillars.                         |
| Siete                   | Hispanic and multicultural families with kids ages 6-18                | Millennial and Gen Z parents seeking better-for-you snacks            | Connects through family, heritage, and shared meals, making it a natural fit for gameday gatherings.      |
| Push Forward Week       | Audiences unfamiliar with the Push Forward campaign                    | Parents, caregivers, and wellness-conscious communities               | Builds awareness through a memorable branded moment tied to children's growth and overall well-being.     |
| Little Free Libraries   | Underserved communities and kids with limited access to play resources | Parents who want to encourage outdoor play over screen time           | Reduces accessibility barriers and creates positive, community-level impact.                              |
| Traveling Watch Parties | Families with children ages 4-18                                       | Parents who grew up with the NFL and local communities in host cities | Turns football into a shared community experience and gives families a fun, low-cost way to engage.       |

(June - July)

### BUILD

This phase focuses on building awareness and momentum for the campaign. This introduces families to "Push Forward" by arriving in their neighborhoods and social media feeds.

(Sept. - Jan.)

### PLAY

This phase turns the momentum into actual community moments. This is where families will get moving and participate in events together. These moments replace the silence between them with not just presence, but connection. The first big push of the campaign occurs during Push Forward Week (Sept. 14th - 20th) in honor of International Children's Growth Awareness Day & Children's Growth Awareness Week.

(Feb. - May. )

### GROW

This phase inspires communities through reinforcement. Audiences are recognized for their efforts to connect and grow through the Siete Por La Mesa program and Bubb'l'r Pro Bowl Honors program. These awards will inspire people to continue beyond the campaign using the tools we have provided them.

# Media Executions

## Sonic Cards



## Bubbl'r Cans



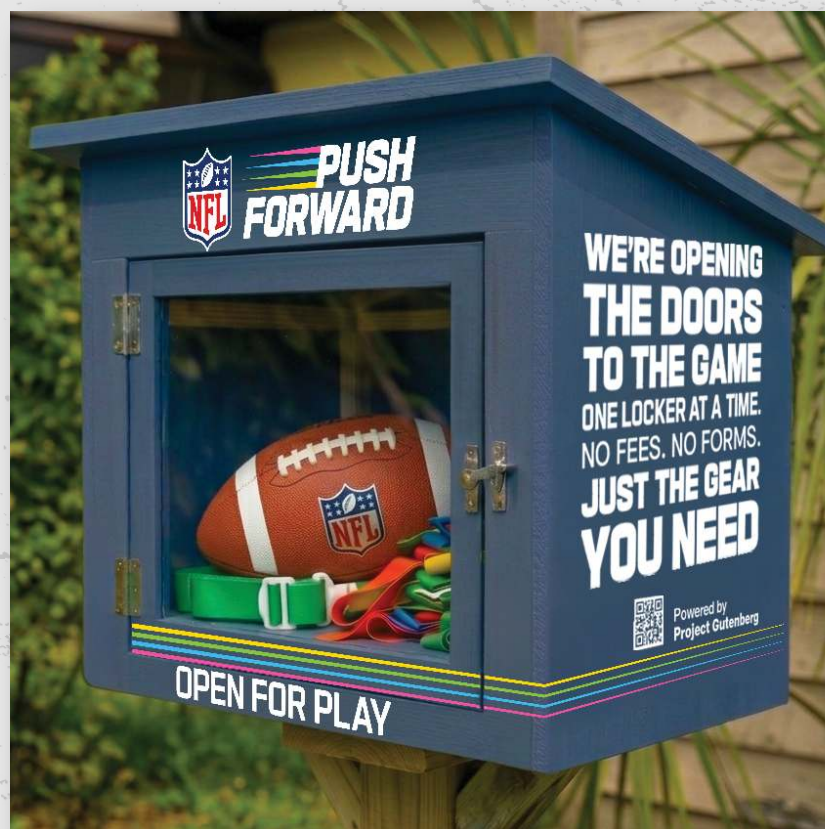
## Sonic Football Kit



## Lego Installations

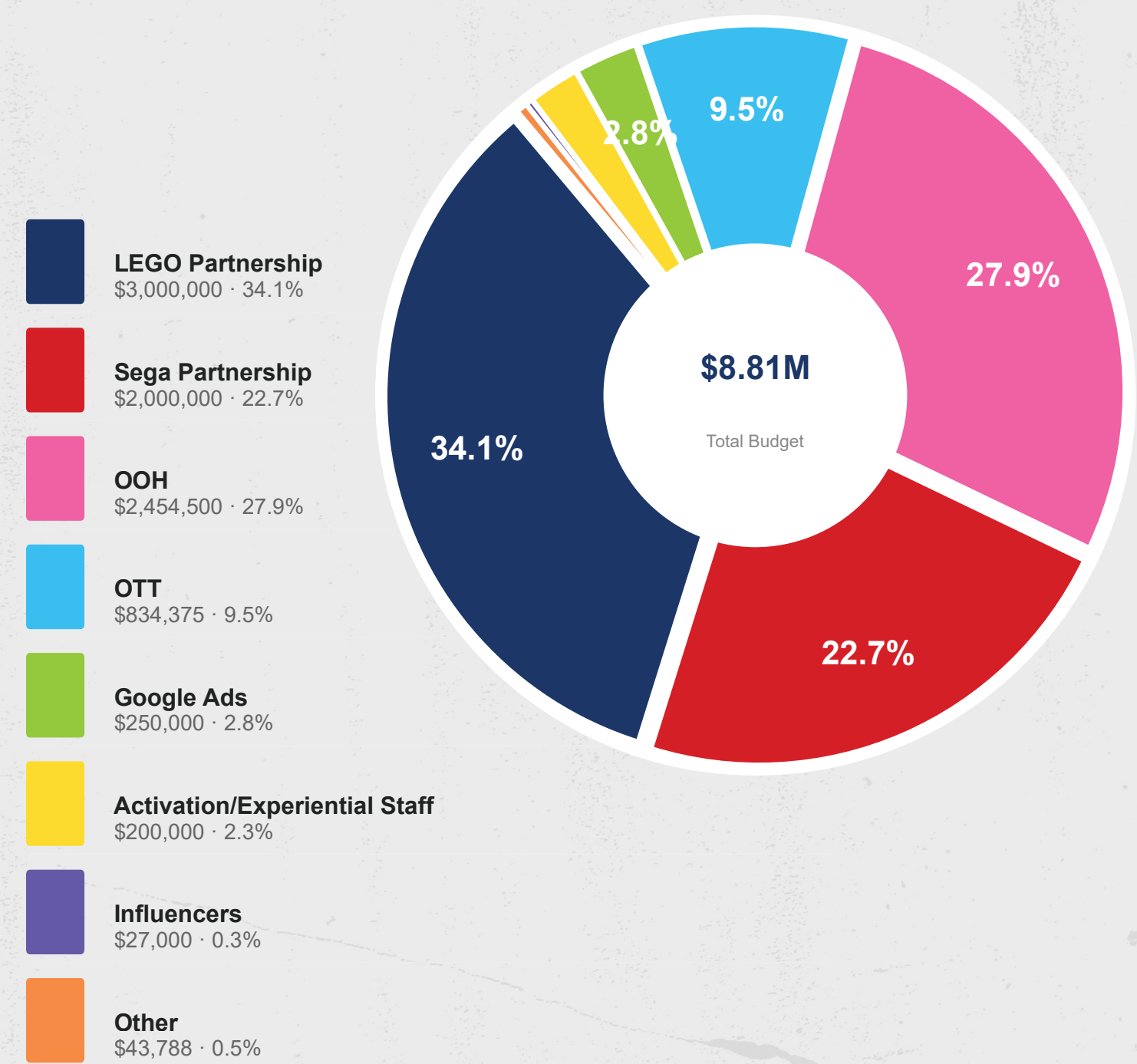


## Little Free Library



# Media Flowchart & Budget Breakdown

## NFL Push Forward Budget Allocation



Projected Media Subtotal - \$8,809,662.92

|                      |                             | 2026  |     |     |      |     |     |     |     |     |     |      | 2027 |  |  |  |  | BUDGET | PAID & EARNED IMPRESSIONS |  |  |  |  |  |  |           |           |         |
|----------------------|-----------------------------|-------|-----|-----|------|-----|-----|-----|-----|-----|-----|------|------|--|--|--|--|--------|---------------------------|--|--|--|--|--|--|-----------|-----------|---------|
|                      |                             | JUN   | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR  | MAY  |  |  |  |  |        |                           |  |  |  |  |  |  |           |           |         |
|                      |                             | BUILD |     |     | PLAY |     |     |     |     |     |     | GROW |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           |         |
| PAID DIGITAL         | Google Ads                  |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  | \$250,000 | 112.5M    |         |
|                      | YouTube                     |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  | \$234,375 | 181M      |         |
|                      | Digital Audio               |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$710,800 | 219M    |
| SOCIAL & INFLUENCERS | Influencers                 |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$27,000  | 3.1M    |
|                      | TikTok                      |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$100,458 | 31.5M   |
|                      | Meta                        |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$200,458 | 28.3M   |
|                      | X                           |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$50,564  | 23M     |
| OTT                  | Amazon                      |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$141,000 | 6.6M    |
|                      | ESPN                        |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$143,202 | 2.75M   |
|                      | Peacock                     |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$180,840 | 9.9M    |
|                      | Tubi                        |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$108,500 | 8.7M    |
|                      | Disney                      |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$150,570 | 5.8M    |
|                      | Roku                        |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$110,457 | 9M      |
|                      | Super Bowl                  |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | 1.27M   |
| PARTNERSHIPS         | Sega                        |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$2M      | 60.9M   |
|                      | LEGO                        |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$3M      | 1420.2M |
|                      | BUBBL'R                     |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | .53M    |
|                      | Siete                       |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | 91.8M   |
|                      | Little Free Libraries       |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$1,888   | 1.75M   |
| EVENTS               | Sonic Flag Chase            |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | 35.8M   |
|                      | Traveling Watch Party       |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$24,000  | 2.8M    |
|                      | LEGO Mosaic                 |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | 63.9M   |
|                      | BUBBL'R Honors Program      |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$15,000  | 11.1M   |
|                      | Siete Sweepstakes           |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$2,700   | 887.5M  |
|                      | Siete Block Party           |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | 107.1M  |
| OOH                  | General Campaign Billboards |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$370,000 | 342M    |
|                      | Partnership Billboards      |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$1.61M   | 428M    |
|                      | Transit Spikes              |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$218,500 | 168M    |
|                      | Digital Billboards          |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$40,500  | 82M     |
|                      | DOOH (IKE Boards)           |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           | \$209,500 | 83.7M   |
|                      | Push Forward Week           |       |     |     |      |     |     |     |     |     |     |      |      |  |  |  |  |        |                           |  |  |  |  |  |  |           |           | 1.2M    |

TOTAL: \$9.9M  
PRODUCTION: \$399K  
FINALIZED BUDGET: \$10.3M

# Conclusion & Evaluation

Per our primary research, 76% of people stated that they preferred our Push Forward Campaign when tested against 4 others

Push Forward moves the NFL beyond entertainment into meaningful impact.  
It strengthens families, builds communities, and cultivates the next generation of lifelong fans.

**Because no one should have to navigate life's toughest challenges alone.  
And when families move forward together, everyone wins.**

## CURRENT:

- Fragmented programs
- Low awareness of youth initiatives
- NFL seen primarily as entertainment
- Limited connection to everyday family life
- Support resources exist but feel distant

## FUTURE:

- Unified platform for youth wellness
- Trusted teammate for families
- Visible commitment to community impact
- Emotionally relevant beyond the field
- Accessible pathways to support