



The Assist

Campaign Launch Summary

July 2026

Delivering our brand promise through culture

Creative Strategy

The Assist positions New York Life authentically within one of the largest cultural moments in 2026, the World Cup, by using emotionally resonant storytelling that celebrates the people who make progress possible behind every player. In doing so, we reinforce our brand promise of “More Powerful, Together.”

Our Approach

As a proud partner of the U.S. Soccer Federation, but without FIFA rights, we focused on ownable white space that allows New York Life to stand apart through human-centered storytelling, community impact, and year-round relevance rather than event-dependent branding. *The Assist* creates a platform where we participate in the culture authentically.

Launch Activation

The campaign launches on 5/28 ahead of key USMNT moments including the Roster Reveal, international tune-ups, and the World Cup buildup, with sustained activation throughout the summer across earned and owned media, local clinics, and partnership opportunities through USSF and USYS — extending the platform from storytelling into real community engagement.



Bringing the campaign to life through integrated activation

Designed to build brand awareness, the campaign is an integrated ecosystem that combines emotionally resonant storytelling, experiences, local activation, and media amplification - featuring USMNT players Tim Ream, Tyler Adams, and Matt Turner.

STORYTELLING

Elevated the New York Life brand through authentic storytelling that brings "More Powerful, Together" to life

- 3 players, 10 "assists", 7 videos brought to life through owned, earned, and paid media

LOCAL

Equipped the field with experiences, tools, and content that help strengthen relationships and support business development

- 120 GO activation kits
- 4 Youth and Coaching clinics
 - 291 kids and coaches registered

EXPERIENTIAL

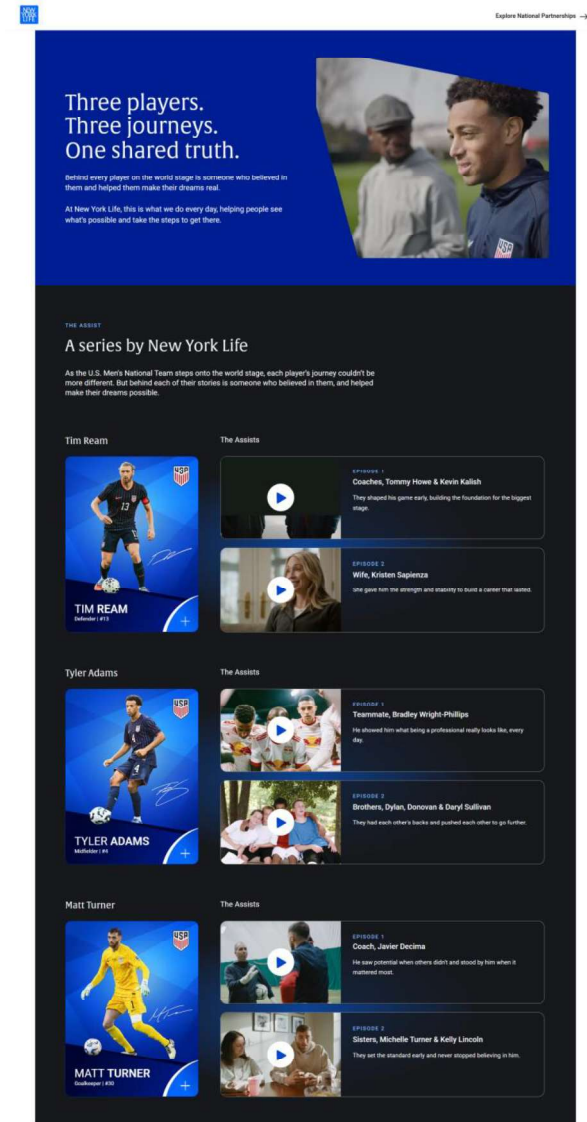
Curated once in a lifetime experiences for attendees across the enterprise

- Experiences across 19 matches with 530+ attendees
- 45K visitors at Soccer House FIFA activation

MEDIA

Integrated paid, owned, and earned media strategy designed to maximize reach and relevance

- 207M+ impressions
- 4.4% brand awareness lift
- 20+ earned media articles



Always-on social activation throughout the world cup

Social created an always-on presence throughout the World Cup by building on The Assist with player storytelling, real-time tournament moments, sponsorship branding, and collabo posts. This approach kept New York Life connected to the tournament conversation throughout the competition while expanding organic reach beyond our owned audience.

THE ASSIST EXTENDED ACROSS ORGANIC SOCIAL VIA

- Full-length episodes and trailers
- Player quote graphics
- Social profile branding
- Real-time and game-day content

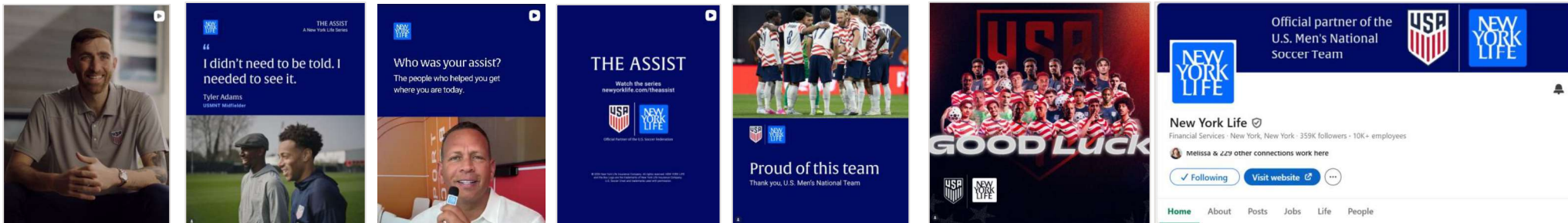
225,536
TOTAL VIDEO VIEWS

Average views per The Assist creative were more than 6× higher than the median New York Life organic video post.

687,831
TOTAL IMPRESSIONS

The campaign wasn't powered by NYL's owned audience alone. It expanded distribution by leveraging the players' existing engaged communities too through collab posts where available.

Examples of content across owned social channels



Data as of 7/21/26

Surrounding a cultural moment through paid media

Our goal: put New York Life in front of a broad audience at scale through innovative, contextually targeted digital media, without the premium of official FIFA or broadcast cost.

207M+

IMPRESSIONS

49M+

PEOPLE REACHED

111M+

VIDEO VIEWS

+4.4%

AWARENESS LIFT

3.7x benchmark

Performance by tactic

Paid Social

Meta · TikTok · X

160.2M impressions · 49.3M reached · 78.4M views

Premium adjacency, concentrated on USMNT matches

Video / Connected TV

YouTube

42.5M impressions · 32.8M completed views

Completion rate 2x the benchmark; no creative fatigue

Sports Media

Bleacher Report

5.28M impressions · 20K+ engagements

Display CTR 0.23%, above the 0.18% benchmark

Also activated: Linear TV (NBCU / Telemundo) and business-audience newsletters (Morning Brew).

Reach reflects paid social (Meta and TikTok) and is not de-duplicated across platforms. Video views combine platform metrics; a YouTube completed view is a full play (TrueView; creatives 30 seconds or shorter), social counts a view at roughly 2 to 3 seconds.

YouTube brand study: Assist videos drove +4.39% awareness lift, +3.19 points above the YouTube awareness benchmark. Meta and TikTok brand studies are in field; results to follow.



The takeaway: On a modest budget, The Assist put New York Life at the center of a massive cultural moment, lifting brand awareness +4.4%, 3.7x the YouTube benchmark, without official FIFA or broadcast cost.

Performance from newyorklife.com/theassist

Media

The Assist successfully paired broad reach with meaningful engagement, driving an overwhelmingly new audience to .com while generating strong engagement through over 9.5K video starts. The experience maintained strong interest across all six episodes, with Tim Ream's stories leading engagement.

216.4K+

UNIQUE VISITORS

86.7%

NEW VISITORS

9.5K+

VIDEO STARTS

29.7%

VIDEO COMPLETION RATE

*Although media was optimized for awareness and video views, the campaign generated **meaningful owned-site engagement**, demonstrating media's ability to extend the customer journey onto NewYorkLife.com.*

Unique Visitors by Marketing Channel

Marketing Channels	Unique Visitors	New Visitors	Bounce Rates	Completion Rate
Corporate Social: Paid	197,028	195,400	91.5%	28.3%
Display	10,832	10,769	85.1%	39.5%
Video	3,172	3,153	94.3%	13.3%
Direct	1,774	1,561	58.0%	36.6%
National Sponsorship	1,447	1,391	85.1%	29.5%
Organic Social	771	745	67.6%	17.3%

Video Metrics by Video

Episode	Video Starts	Completion Rate
The Assist Tim Ream (Coaches)	4,416	27.2%
The Assist Tim Ream (Wife)	4,060	23.9%
The Assist Tyler Adams (Brothers)	3,388	22.3%
The Assist Tyler Adams (Teammate)	2,763	20.3%
The Assist Matt Turner (Sisters)	1,856	16.9%
The Assist Matt Turner (Coach)	1,818	19.8%



*Source: Adobe Analytics, 5/28/2026 – 7/26/2026

Garnered over 20 unique placements via earned media in national, local, and trade publications highlighting "The Assist" and New York Life brand promise for additional coverage during high interest time period further supporting storytelling and brand awareness messaging.

SPORTS

JAN 15, 2023 | EW.COM | BY JEFF LABRECQUE

The Blues, almost all the roster members, are 30 or older and have been a fixture for 100 games for the USMNT and played every minute of the season. They are the oldest players in the league.

'The leader that we want'

By Jeff Labrecque
and Jeff Labrecque

In the Blues, almost all the roster members are 30 or older and have been a fixture for 100 games for the USMNT and played every minute of the season. They are the oldest players in the league.

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USMNT captain's rise shows why we all need good youth coaches

Diego Rossi

The Blues, almost all the roster members are 30 or older and have been a fixture for 100 games for the USMNT and played every minute of the season. They are the oldest players in the league.

Wemby propels Spurs to NBA Finals

By Jeff Labrecque

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campaign

HOME | IN DEPTH | NEWS | THE WORK | EVENTS | SOUNDS | WORLD CUP | OFFENSE |

New York Life and USMNT team up for docuseries 'hat trick' honoring 'Assists'

News

The campaign is part of an ongoing partnership between the insurance company and the men's and women's national teams and a broader youth soccer initiative as World Cup fever unfolds.

by Leslie Boush | June 10, 2022

(Photo credit: New York Life, used with permission)

Sports

WORLD CUP | US MEN'S NATIONAL TEAM

UNIQUE TRAINING ELEVATED REAM

Winter, even if it didn't have goals

The Blues, almost all the roster members are 30 or older and have been a fixture for 100 games for the USMNT and played every minute of the season. They are the oldest players in the league.

What kind of CFP expansion fits MU?

There's little agreement on how many college football fits

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Search

LATEST FROM CAMPAIGN

Are this year's Emmy nominations signaling a return to craft for the industry?

How food brands can win in the GLP-1 era

Omnicon records 6.1% increase in organic growth in Q2 2026

Campaign Chemistry: Google

getty

See EW.COM | Page 61



MediaPost

ST. LOUIS POST-DISPATCH

MarketingDaily

Sportico
The Business of Sports



CYNOPSIS

Brand INNOVATORS



New York Life at U.S. Soccer House

Activation in Los Angeles during World Cup group stage, 17 total days of programming. Example of guerilla marketing the World Cup without official FIFA designations.

~45K

TOTAL ATTENDEES

3.6K+

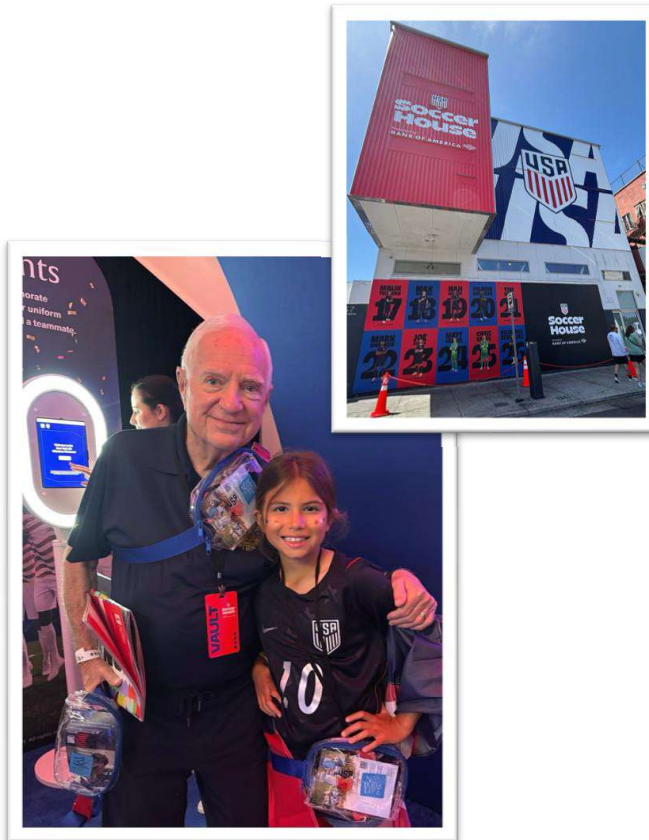
MILESTONE
MOMENTS VIDEOS
GENERATED

547

FUTURE
MARKETING
COMMS OPT-INS

211

AGENT CONTACT
OPT-INS



The Assist Soccer Clinics

Community event produced by Sponsorships for General Offices

Local

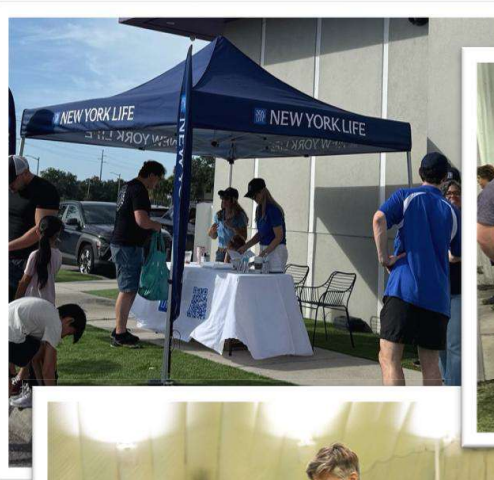
291

YOUTH & COACHES
REGISTERED
TO DATE

144

YOUTH & COACHES
ATTENDED
TO DATE

- Youth soccer clinic for ages 6-14 featuring appearance by USMNT alumni talent
- Coaching clinic in parallel with Positive Coaching Alliance (through NYL Foundation relationship)
- Soccer celebration with talent meet & greet, personalized trading card printer, face painter, and food & beverages



General Office Participants (one per zone)

Orlando (7/19)
Las Vegas (7/25)
New Jersey (7/26)
Houston (8/1)

"Thank you and the team for a great event yesterday. I heard nothing but positive feedback from the parents, including: 'It was so well organized and put together.' and 'I hope you all continue to do things like this.'"

Kevin Morgan
Agent, Orlando General Office

"Your team was incredible! Thank you so much for helping us organize such an amazing event. Glad we had a great turn out!"

Hernando Ospina
Managing Partner
Las Vegas General Office

U.S. Men's National Team Appearances

Dax McCarty – Maurice Edu
Kyle Martino – Brian Ching

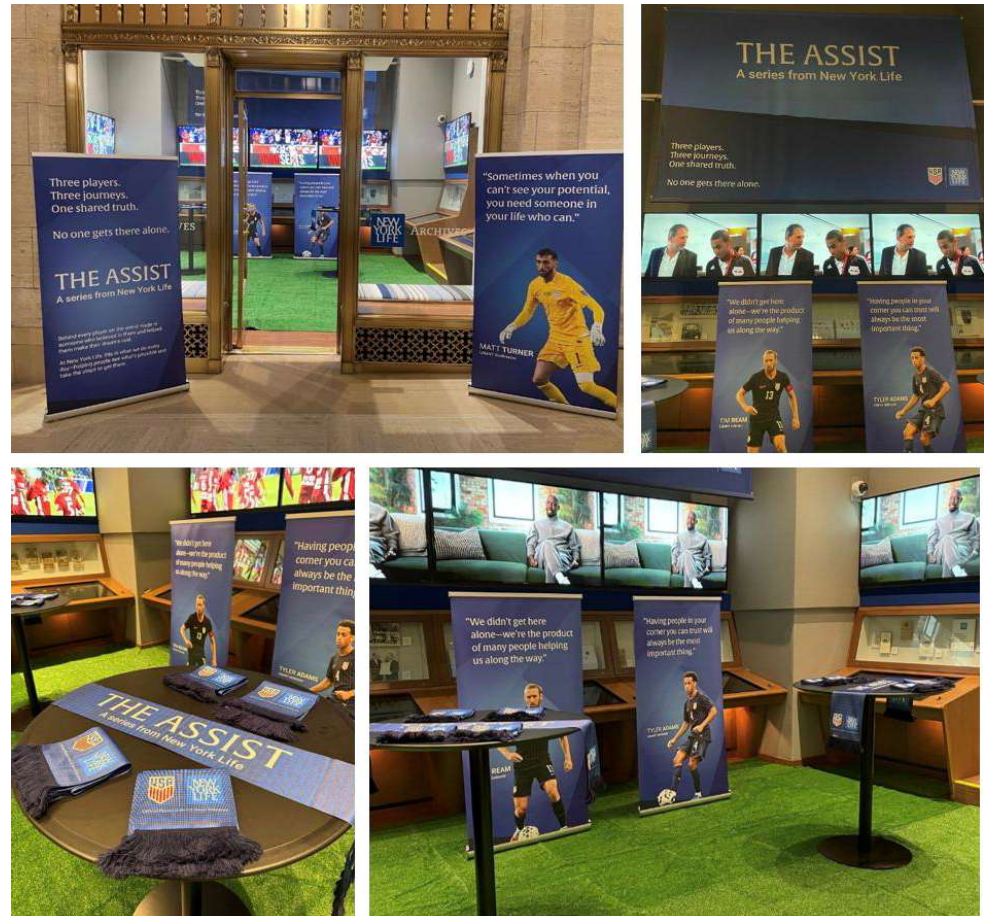


The Assist Internal Engagement

Robust Company wide programming to unveil The Assist to agents and employees before the global launch on 5/28.



Bradley Wright-Phillips x Mark Tillinghast Fireside Chat



Intern Fireside Chat and Watch Parties

Storytelling

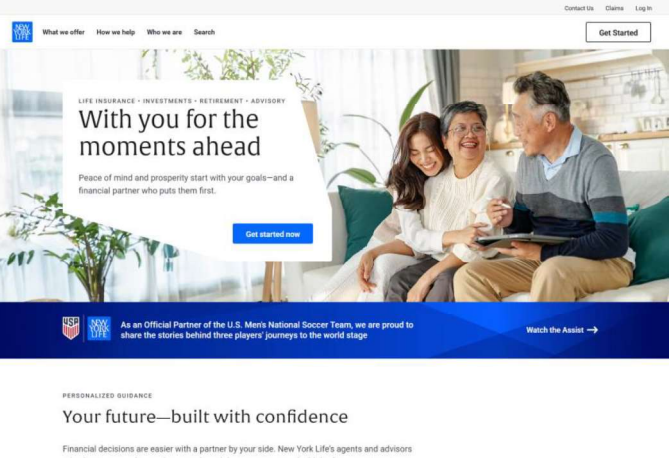
Throughout the summer the 2026 NYL internship had the unique opportunity to experience the World Cup via watch parties that doubled as team bonding (multiple), and a motivational fireside chat with MLS legend turned business executive.



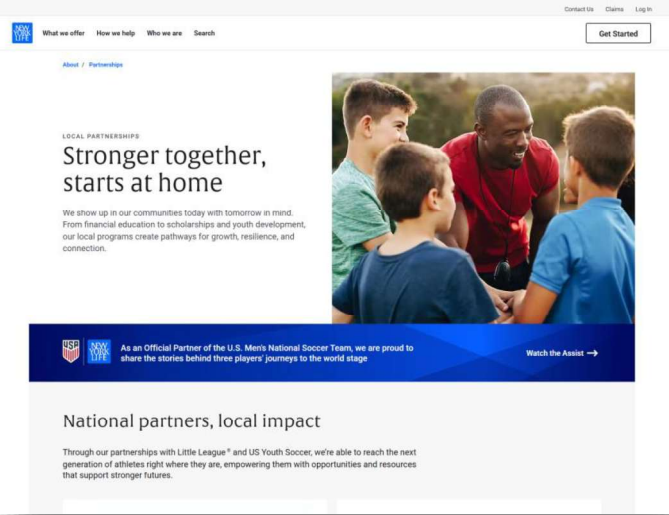
More than 200 interns attended a fireside chat with Alecko Eskandarian, who shared his journey from professional soccer to business leadership. He offered valuable insights on the mindset, resilience, and determination that have driven his success both on and off the field.



USMNT Partnership Promotion on Owned Media



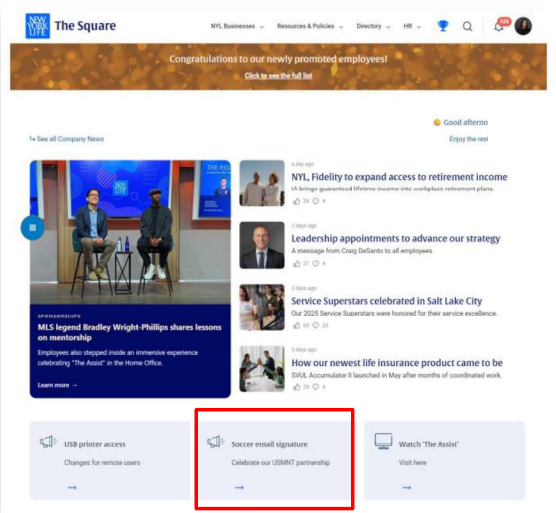
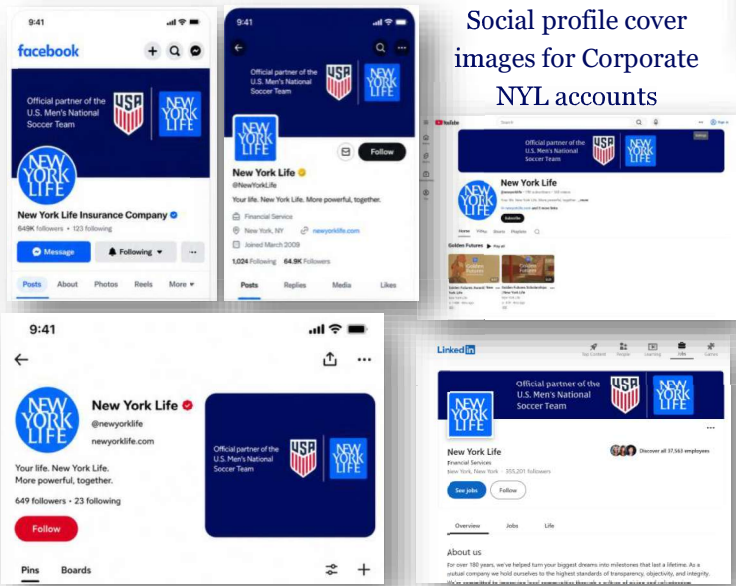
NYL.com



Employee & agent email signatures



Social profile cover images for Corporate NYL accounts



Brand email: Q2 newsletter

