

Halftime

The pep talk that gets you closer to Super Bowl LX

THE BACKGROUND Verizon wanted to turn its NFL partnership into magic for Super Bowl LX, offering not just tickets, but exclusive, life-changing experiences. The only path to entry was the MyVerizon app. The problem? Customers were oblivious to the giveaway and unaware of the app. We needed to bridge the gap between unknown prize and an ignored platform.

INSIGHT Even a bunch of losers can get closer to Super Bowl LX.

IDEA A locker room speech for the ages.

EXECUTION To democratize Super Bowl access, Verizon recruited Kevin Hart to coach a team of lovable losers. We turned his hilarious pep talk into a hard-working app tutorial. The rallying cry 'Tap that app' ignited a frenzy, proving MyVerizon is the exclusive ticket to Super Bowl LX and unmissable rewards.

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