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**CAMPAIGN:** #TEAMSTATEFARM FOOTBALL FIND  
**CLIENT:** STATE FARM  
**AGENCY:** INFINITY MARKETING TEAM

In State Farm's first return to experiential since the pandemic, they wanted to push the boundaries of innovation with a groundbreaking hybrid campaign targeted at Millennial and Gen Z audiences to create brand awareness and generate serious leads.

State Farm featured two of its largest icons – QBs Patrick Mahomes (Chiefs) and Aaron Rodgers (Packers) – who were scheduled to face each other for the first time since becoming brand ambassadors.

To achieve Millennial and Gen Z market success, State Farm needed to engage them on their mobile devices through gamification, social media and prizing. State Farm strategically embraced the world's hottest emerging trend, NFTs, as a key driver for prizing and communication.

The result was a trailblazing hybrid campaign – the #TeamStateFarm Football Find (TSFFF) – that combined augmented reality (AR) with live interaction in an exciting four-day gamification experience. Stemming from the popular Mahomes “sneakerhead” and Rodgers “singer/songwriter” alter ego commercials, players went on a journey to capture digital footballs while unlocking prize levels in a unique AR treasure hunt that brought attention to State Farm's brand, ambassador relationships and commercials in a manner the company had never utilized to create new customers and brand affinity in Millennials and Gen Zers.

Players registered via social media links or QR codes and received gameplay instructions from Mahomes, Rodgers and company spokesperson Jake from State Farm (Jake).



State Farm incentivized users for registering and playing by awarding targeted and tiered prizes – Mahomes' and Rodgers' autographed memorabilia and custom-designed sneakers, exclusive TSFFF-themed NFTs by global award-winning digital artists, Starbucks and Amazon digital gift cards and VIP concert tickets.

Connecting the digital and physical experience, State Farm placed branded prize redemption trailers throughout KC where fans interacted with brand ambassadors and claimed physical prizes. A 5,000-person concert extravaganza, hosted by Jake, highlighted the live audience interaction in KC, where players could also capture and share photos with Mahomes' and Rodgers' alter egos in the exclusive State Farm Photo Dome.

The TSFFF campaign went viral, far exceeding State Farm's expectations and goals! It electrified the Millennial and Gen Z target audience, producing never-before-seen results from a hybrid campaign. The campaign's short, four-day duration made the results even more revolutionary:

- 1,328,215 footballs collected – 500,000 goal – +165.6%
- 43,364 unique users – 10,000 goal – +333.6%
- 33,237 shares – 1,000 goal – +3,223.7%
- 70,132 app site visitors – 20,000 goal – +250.7%
- 610 million brand impressions – 25 million goal – +2,340%
- 14-minute, 2-second digital participation time – 5-minute goal – +180%

