TV: Montage (TRT :30)

VO: State Farm is there, with you through it all, like your good neighbor and friend.

[Logo Slate: Like a Good Neighbor, State Farm is There] (Music Only)

TV: Sticky Note (TRT :15)

[Sleeping] VO: We take note of what’s important to you.

[Calendar] VO: To help you make it through the day.

[Restroom] VO: And protect your valuables, at home…

[Car Backing Out] VO: or on the road.

[Car Window Smashed] VO: We’re there when you really need it, as your good neighbor and friend.

[Logo Slate: Like a Good Neighbor, State Farm is There. (Music Only)] VO: State Farm, you’ve got a friend in the insurance business.

Bench Ad:

“Let one of our State Farm agents get to know you better. Relax, you’ve got a friend in the insurance business. LikeAGoodNeighbor.com”

OR:

“Get close to your State Farm neighbor. Relax, you’ve got a friend in the insurance business. LikeAGoodNieghbor.com”

OR:

“One month of State Farm renter’s insurance, cheaper than a box of chocolates. LikeAGoodNieghbor.com”

Friendship Bracelet Magazine Ad:

Headline: Best Bros…

Subhead: *With Your Insurance Agent.*

Body Copy: That’s what can happen with any of our 17,000 State Farm agents. If your car gets manhandled and left on its rims with the stereo missing, they’ll help you out. You’ve got a friend in the insurance business.

Call to Action: Find a best bro at LikeAGoodNeighbor.com.

Photo Strip:

Headline: Picture This.

Subhead: An insurance company that actually wants to get to know *you.*

Body Copy: State Farm has 17,000 agents who want to be a good neighbor and be there for you, even for those not-so-picture-perfect moments. If everything in your apartment, including the ceiling fan dust and your feisty hamster get stolen—we’ll be there. You’ve got a friend in the insurance business.

Call to Action: Capture the Friendship at LikeAGoodNeighbor.com.

Photo Strip: (Hispanic Translation)

Headline: ImaginaEsto:

Subhead: Unacompañía de seguros que en realidad quiere conocerte.

Body Copy: State Farm tiene 17,000 agentes que quieren ser buenos vecinos y estar ahí para ti, incluyendo esos no tan buenos momentos. Si todo en tu apartamento, incluyendo el cepillo para limpiar el abanico de techo y tú hámster travieso es robado-Nosotros estaremos ahí. Tú tienes un amigo en el negocio de seguros.

Call to Action: Captura la Amistad en LikeAGoodNeighbor.com

Pandora Audio Tile w/ Banner:

Headline: State Farm, Your Friend in the Insurance Business.

Subhead: Sweet Tunes!

VO: (Agent, Matt) “Hey man, nice tunes. We’d hate to barge into your Pandora time and catch you listening to the Spice Girls. That might get awkward… As your State Farm neighbor, I care about you and what goes on in your life. I’d like to get to know you and help you spice it up without you know who…

“Check me out online and see how I keep it spicy with my awesome insurance at FriendInTheInsuranceBusiness.com. Can’t wait to hear from you!”

Direct Mail (Legacies):

Hey bro. I’ve seen you around; you seem pretty cool—like the good neighbor type.

I wanted to give you a token of our friendship together. You can try it on, model it, wear it around; flaunt it if you want. Just get a feel for it and the idea of *us*, then tell me what you think.

You can call me anytime at 1-800-STATE FARM or catch me online at LikeAGoodNeighbor.com. I’ll be there; you’ve got a friend in the insurance business.

Gas Pump Ad:

State Farm renter’s insurance, cheaper than a gallon of gas.

Protect your stuff at LikeAGoodNeighbor.com.

Taxi Top Ad:

Headlines:

Loosen Up!

Wheee!

Get Out There.

Get Excited!

All:

State Farm Logo with You’ve Got A Friend in the Insurance Business.

Sticky Note- Electronic Billboard:

Protect your ride.

Protect your stuff.

Are you covered?

I love you, neighbor!

Happy Good Neighbor Day!

I’m There For You.

Call Me. Anytime.

Hey Texty Fingers, Be Careful.

Good Morning, Neighbor!

Have a Good Day!

Enjoy Your Drive!

Can I be Your Neighbor?

Love Your Neighbor; We Do!

You’ve Got 17,000 State Farm Neighbors. That’s a lot.

Sticky Note- Bathroom

(Sticky Note Static Clings):

Be A Good Neighbor—Flush.

Respect Your Neighbor’s Buffer Space.

Protect Your Stuff.

Protect Your Ride.

Germs…Not Neighborly.

For a Good Time, Call 1-800-STATE-FARM.

(Agent, Matt: Full Body Static Cling):

Matt here, just leaving you friendly reminders. I want to help you protect your stuff. Find out how at LikeAGoodNieghbor.com.

Display Ads (Airport, Subway):

Headline: Picture This.

Subhead: Capture the moment and your State Farm friendship at LikeAGoodNeighbor.com.

Yahoo Banner (Word Bubble):

State Farm hooked me up with the perfect car and renters insurance to fit my needs. I’ve got a friend in the insurance business.

Call to Action: Get Hooked Up at LikeAGoodNeighbor.com.

Peephole Advertising:

Front: No Renter’s Insurance?!

Back: Learn how State Farm can protect your stuff for only $2 a month at LikeAGoodNieghbor.com

Sides: State Farm, You’ve Got a Friend in the Insurance Business.