
Bowl games feature new Northwestern Mutual “Columns” ad

By Kerry Pechter *Fri, Jan 3, 2014*

The series includes six 30-second spots that will air during the Rose Bowl, Fiesta Bowl, Orange Bowl and BCS Championship game.

Northwestern Mutual debuted new, financial planning themed advertising during the January 1 broadcast of the Rose Bowl Game on ABC. The commercial that was aired during the Rose Bowl can be viewed [here](#).

The ads, created by Olson in Minneapolis, Minn., are the latest iteration in Northwestern Mutual’s “Columns” campaign, which began in 2010. They were directed by James Gartner (live action) and Capacity (animation), with music composed by Nylon.

The new spots “will leverage and amplify Northwestern Mutual’s multiyear partnership with the NCAA by including footage of actors portraying student-athletes as the first live-action images to appear during the animated campaign,” the mutual life insurer said in a release.

The series includes six 30-second spots that will air during the Rose Bowl, Fiesta Bowl, Orange Bowl and BCS Championship game. Other spots will feature actors portraying collegiate student-athletes playing men’s and women’s basketball, baseball, and softball.

Basketball themed ads will launch during regular college basketball season on networks such as ESPN and CBS, and continue into the NCAA Women’s Final Four on ESPN and NCAA Men’s Division I Championship airing across TBS, CBS, TNT and truTV, with this year’s 2014 Men’s Final Four airing on TBS and National Championship airing on CBS.

The ads will be supported by local sponsorships, events in key markets, and a short video series exclusively on ESPN and ESPN.com featuring current NCAA basketball coaches sharing how they help their teams plan for success.

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