



Case Study:

PROTECTION INDEX



Brand Activation: Driving Awareness with the 'New York Life Protection Index'

The New York Life Protection Index is the authoritative measure of an NFL team's aptitude in pass protection. The Index was created by sports information leader STATS to provide a composite gauge for this undervalued component of the game.

The New York Life Protection Index is the first team ranking Index to incorporate STATS' proprietary data, including quarterback knockdowns and hurries. After these statistics are input into a proprietary algorithm, the numerical index is assigned to each team.

The Index, which is updated weekly throughout the regular season on Tuesdays, is made available at www.newyorklife.com/protectionindex.

Overall | **Week** | Team

Week:

Year:

Welcome to the New York Life Protection Index

The New York Life Protection Index is the authoritative measure of a team's aptitude in pass protection. In today's football, the 'golden age' of passing, a pro football team's ability to protect the quarterback is a key attribute to winning games. The New York Life Protection Index was created by sports information leader STATS to provide a composite gauge for this undervalued component of the game. While the New York Life Protection Index is calculated using a proprietary formula, the fundamentals are comprised of the length of a team's pass attempts combined with penalties by offensive linemen, sacks allowed and quarterback hurries and knockdowns. The New York Life Protection Index is updated weekly throughout the regular season.

Week 17

Team	Opponent	Outcome	Index
Cincinnati Bengals	vs Baltimore Ravens	L 7 - 13	107.5
Houston Texans	vs Jacksonville Jaguars	W 34 - 17	106.9
New York Giants	vs Washington Redskins	W 17 - 14	92.0
Tennessee Titans	vs Indianapolis Colts	L 20 - 23	91.1
Indianapolis Colts	vs Tennessee Titans	W 23 - 20	84.7
New England Patriots	vs Miami Dolphins	W 38 - 7	84.3
San Francisco 49ers	vs Arizona Cardinals	W 38 - 7	83.1
Detroit Lions	vs Minnesota Vikings	W 20 - 13	83.0
Pittsburgh Steelers	vs Cleveland Browns	W 41 - 9	78.6
Atlanta Falcons	vs Carolina Panthers	W 31 - 10	74.9

Goals and Objectives

STATS leverages its in-depth databases to develop branded statistics that associate star athletes, teams or leagues with their client's brands; delivering a greater ROI than traditional marketing and advertising campaigns.

New York Life, one of the largest life insurers in the world, is represented by STRATEGIC Agency, a highly respected sports marketing group. New York Life challenged STRATEGIC to come up with an innovative platform to integrate New York Life's financial strength and protection message into the fabric of NFL media properties.

The objective was to create a unique brand platform and secure earned media for New York Life to message the core brand characteristic of 'Protection' to designated consumers, while focusing on professional football and an association with the NFL.

New York Life believes that associating the protection of the quarterback with the protection of New York Life's insurance services produces a strong brand affinity between individuals, families, businesses and the brand.





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Creating a Branded Statistic

STATS focused on creating a formula for quarterback protection, leveraging the vast knowledge of its football operations and expert analysts as well as the proprietary NFL data the company collects called "X-Info." STATS' X-Info™ provides the most detailed events that occur in a game and integrates them with traditional play-by-play to create never seen before content and information. The result is invaluable football information such as sacks allowed, quarterback knockdowns and quarterback hurries. As the only company to collect such key information, STATS was uniquely positioned to work with STRATEGIC and create the formula needed for the New York Life Protection Index.

Achieving Results

STATS has a long-held mission to revolutionize the way sports are viewed, understood and enjoyed – and the New York Life Protection Index accomplished just that.

- The New York Life Protection Index was featured on over 200 national media sites including NBC Sports, the New York Times and Boston.com.
- The first week of editorial earned media accounted for over 5,900,000 impressions in traditional paid media online sites like – ESPN.com, CBSSports.com, Fox Sports.com, NFL.com, NYT and Chicago Sun Times.
- New York Life was a hot topic on Twitter throughout the test period with over 300 tweets from bloggers, teams, fans and insurance sites.
- New York Life added over 1,200 followers to its Facebook page during the first week test of the program – an increase of over 28% - average weekly increases were trending around 200 per week.
- These results warranted an extension of the program for the 2011-2012 NFL season.

NEW YORK LIFE PROTECTION INDEX	
Thru Week 1	
Team	Index
Detroit	102.1
New England	94.8
New Orleans	90.1
Tampa Bay	89.0
Houston	87.2
San Diego	82.3
San Francisco	81.9
Kansas City	79.0
Green Bay	77.9
Buffalo	66.6

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"We are very pleased with the results of our engagement with STATS and STRATEGIC and based on these results decided to extend and enhance the program for 2011-2012 NFL season. The company's reputation for protecting families and businesses has been extended in an entertaining way through the New York Life Protection Index."

Chris Sorgie

Corporate Vice President,
New York Life

