



Press Release

## **COUNTRY Financial Launches “Road Trips and Guitar Picks” Sponsorship Campaign with Jewel and Jason Aldean**

*Partnership with George P. Johnson Experience Marketing  
creates new entertainment marketing model*

**Bloomington, IL and Auburn Hills MI (April 26, 2010)** – COUNTRY® Financial has teamed up with experience marketing agency George P. Johnson to create a new entertainment sponsorship model. The experience takes event marketing to a new level, blending the powerful brand experience of entertainment marketing with the reach and efficiency of highly integrated live events, online and mobile apps. The program also combines elements of entertainment and education to enable consumers to make improvements to their own financial security.

The “Road Trips and Guitar Picks” program, an ongoing campaign in collaboration with singer-songwriter Jewel and rising country music star Jason Aldean, uses live concert experiences and gaming, sweepstakes, quizzes and other interactive elements to drive awareness of how smart financial decisions have a positive impact on families.

The program microsite ([www.tripsandpicks.com](http://www.tripsandpicks.com)) serves as the hub of the integrated campaign. A tour blog, custom games, sweepstakes entry, quizzes and downloads engage consumers and drive opt-ins for more information from COUNTRY Financial.

“In the sponsorship arena, the two big success-drivers are an authentic connection between brands, artists and fans, and a clear roadmap as to how the investment engages consumers and propels the business forward,” said Doyle Williams, Chief Marketing Officer of COUNTRY Financial. “Road Trips and Guitar Picks is representative of where the sponsorship marketing world is going – developing big ideas and tying them back to specific business objectives.”

“Strategy and 360-degree activation were the driving forces behind the development of the Road Trips and Guitar Picks program, tying together creative, experience design, technology, online, mobile, database and every other aspect and centering it all around the COUNTRY Financial business objectives and brand values,” said Ian McGonnigal, Executive Director, Program Strategy at George P. Johnson. “We’re seeing this approach to campaign planning and execution move experiential marketing to the center of the integrated mix.”

### **About COUNTRY**

COUNTRY Financial, founded in 1925, serves one million households and businesses throughout the United States. COUNTRY and its financial representatives help clients protect what they have, save for a comfortable future, and achieve financial security. For more information, go to [www.countryfinancial.com](http://www.countryfinancial.com)

### **About George P. Johnson Experience Marketing (gpj.com)**

GPJ is a worldwide experience marketing agency that enables brand marketers to create great ideas and bring them to life through integrated live and online experiences and environments, helping them cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Consistently ranked one of Advertising Age’s “Top 25 Marketing Agencies,” GPJ provides its services through 26 offices around the world. The agency’s clients won 37 awards in 2008 and five Ex Awards in 2009 alone, an unprecedented achievement in the event and experience marketing industry.

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