

DELIVER ME FROM NOWHERE

A Rockin' Social Campaign



"It don't need to be perfect,
I want it to be like I'm in a
room by myself."



THE ASSIGNMENT

Create a campaign that **connects emotionally** with fans, older audiences, families, and general moviegoers— each with **different tastes, habits, and platforms.**

WHY SAYLOR

01.

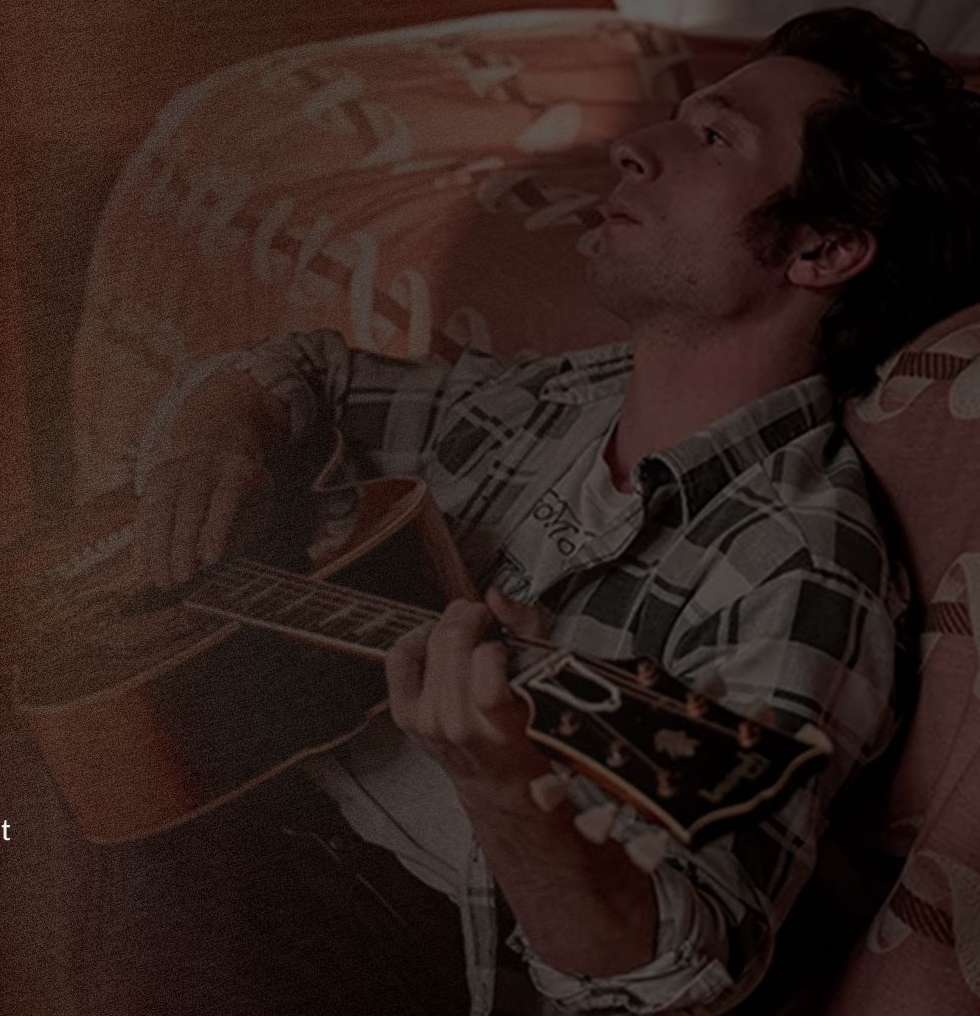
We know our
audience

02.

We are authentic
storytellers

03.

We have a
social-first mindset



AUDIENCE

Primary Audiences

- **Emerging Springsteen Fans**

GenZ & Millennial audiences, discovering Springsteen for the first time

- **Legacy Springsteen Fans & Music Historians**

Longtime listeners and the older generation seeking deeper insight into Springsteen's creative process during a pivotal era in his career

Secondary Audiences

- **General Moviegoers & families**

Audiences drawn to inspiring, true-story dramas that blend music, culture, and human resilience

Tertiary Audiences

- **Fans of Jeremy Allen White**

The Bear

- **Character-Driven Dramas**

Audiences who appreciate intimate, behind-the-scenes storytelling

- **Musicians, Songwriters & Creative Professionals**

Industry peers and aspiring artists seeking inspiration from the creative process

CREATIVE PILLARS

Inviting viewers to Come Back Home to the stories, music,
and memories that unite us.

Intimate & unfiltered

Springsteen's *Nebraska* is **raw, intimate, and deeply personal**— we'll mirror that in our campaign, using social media and events to create an experience that stands apart for its emotional authenticity.

Americana

Deliver Me from Nowhere illustrates the **rich cultural tapestry of American life**: stories of hope, struggle, and resilience. We'll embody this spirit, telling Springsteen's story in a way that unites our audience.

Bridging generations

Harness Jeremy Allen White's energy to introduce Springsteen to younger audiences and deepen longtime fans' connection to *Nebraska*— all through **social concepts that bridge generations**.

TONE & VOICE

IN-TUNE

Nostalgic
Soulful
Intimate
Familial
Analog

OFFBEAT

Overproduced
Corny
Stark
Just for Fans
Digital



A/V + MULTIMEDIA

GROWING BACK

Instagram, Facebook, TikTok

Let's Pull On Some Heart Strings

Starting with a clip of the “Born to Run” performance from the film, we will transition into an **analog slideshow** of Bruce's upbringing and **watch his life** play out before their eyes.

The twist: We'll start at his most iconic moments on stage going to the end—where it all truly began at the root of it all with photos of his childhood.



A/V + TALENT CAPTURE

FIRST GIG, WORST

Instagram, TikTok
GIG

Everyone Starts Somewhere

Short-form video where Jeremy Allen White shares his first-ever gig and his worst-ever gig, tying into Bruce's rise-from-nothing story.

Relatable, shareable, and easy for fans to recreate by stitching/duetting with their own “gig” stories.

Works in multiple settings—press junkets, red carpets, behind the scenes, or on the road.



STATIC GRID

RELICS AND ROOTS

Instagram

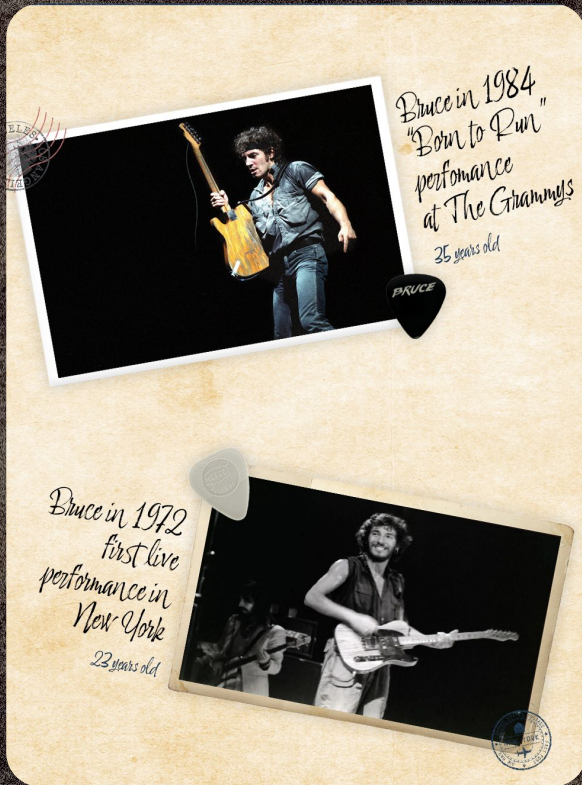
Searching Through The Scraps(Book)

Going back to his roots, we'll create a **continuous grid** at the start of our Instagram feed in the style of an old **family album scrapbook** to give the audience a glimpse into some known and lesser-known moments of Bruce's life and career.

Each post will showcase **two key elements** from his life: an item/photograph from one of his iconic moments versus a moment fans might not know much about.

Alternate Idea Example:

- Bruce's famous 1950's Fender Esquire vs the guitar he took out on loan from his mother



A/V + STATIC CAROUSEL

BONUS TRACKS

Instagram, TikTok

Cast Favorites

If there's one thing about fans, they love keeping tabs on their icons— let's make this task super easy while also building up Springsteen buzz.

The cast will talk about their **Springsteen favorites** to give fans the perfect mix of insider taste, music discovery, and storytelling.

To accompany this A/V, let's create a static **carousel of the playlists** that link directly to Spotify, allowing fans to listen with just a few taps.



DELIVER ME FROM NOWHERE CAST FAVORITES PLAYLIST

"IM ON FIRE"
JEREMY ALLEN WHITE

"GLORY DAYS"
JEREMY STRONG

"NEBRASKA"
ODESSA YOUNG

"BORN IN THE USA"
STEPHEN GRAHAM

"HUNGRY HEART"
PAUL WALTER HAUSER

"THE RIVER"
MARC MARON

"GROWIN' UP"
SCOTT COOPER

"STREETS OF PHIL"
GABBY HOFFMAN



SEE MORE ON SPOTIFY

BETWEEN THE LYRICS

Instagram, TiKToK, X

Storytelling Through Found Poetry

Starting with a page of **handwritten song lyrics** from well-known songs with every swipe more words are blacked out leaving behind heartfelt nostalgic messaging.

As an example, with “**Born In The USA**”, we will be left with one crucial phrase: “**Come back home.**”

Born In The USA

~~So they put a~~
Send me off to a foreign land
To go and kill the yellow man

Born in the USA
I was born in the USA
Born in the USA
I was born in the USA
Come back home to the refinery

Hiring man said, “Son, if it was
up to me”
Went down to see my V.A. man
He said, “Son, don’t you
understand, now?”

A/V + TALENT CAPTURE

BRIDGING ARTISTS

Instagram, TikTok

Bruce And Jeremy Jam Out

Bruce Springsteen and Jeremy Allen White sit down for a bare-bones, **acoustic duet of “Born in the U.S.A.”**, not to reinvent it, but to simply share a moment over a song that’s endured across decades, genres, and generations.

It’s a quiet, magnetic **connection between two storytellers**, one through lyrics, one through characters— both drawn to the same emotional terrain. Think “Actors on Actors,” but instead of talking craft, they’re finding common ground through a guitar and a few verses.





BORN TO RUN

Low Tier

Run A Mile In These Jeans

Aspiring and current **run club** members of LA, Chicago, and NY will lace up for a **colorful edition** of their weekly 5km city run, featuring Springsteen-inspired merchandise, music, powder paint, and more.

Social media announcement for **exclusive package delivery** to early registrants - few will contain an exclusive concert ticket.

At the event:

- Denim print athletic wear, thematic bobblehead keychain, tattoo stamps
- Water stations landmarked by a custom street sign inscribed with a song title
- Head-in-hole standee & run club influencers



A/V + STATIC

THE NEBRASKA MILE

Instagram, TikTok

One Road. One Mile. A Thousand Stories To Tell.

Celebrate Bruce Springsteen's **Americana spirit** by transforming one symbolic mile into a living tribute to Nebraska.

Running influencer [Kate Macks](#), decked out in full denim, interviews Jeremy Allen White mid-run to blend humor, grit, and heart.

Jeremy Allen White will share **personal reflections on portraying Springsteen**, behind-the-scenes biopic moments, and what the upcoming event means to him, with the unexpected twist of “**running in jeans**” for a share-worthy WOW factor.



THUNDER ROAD PIT STOP

Mid Tier

Rest And Refuel With Denim & Music

Transforming select stores into rest areas, let's spotlight **Springsteen's iconic Levi's 501s** alongside exclusive merchandise.

- DMFN x Levi's tees
- Springsteen bobblehead keychain
- Chance to win an exclusive concert ticket with purchase

Fans should expect Springsteen music, custom embroidery, a custom photo booth, and a vintage food stand **serving American classics**.

To generate buzz, we'll invite influencers and tap into the analog tone of the film by filling the surrounding areas with paper flyers and retro "rest area ahead" signs.

- Influencers: Olivia Matthiessen, Sophia Ziskin, Lydia Campanelli, Amanda Taylor Lee, Gabriel Prensena, Devin Michaels



A/V + STATIC

BRUCE SPRINGSJEANS

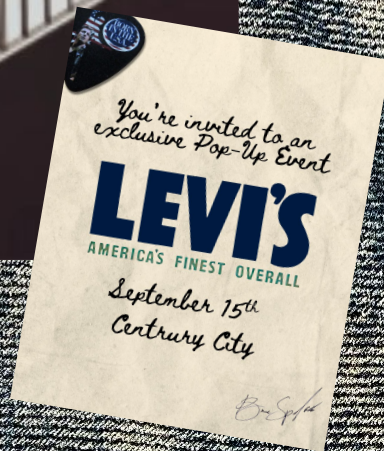
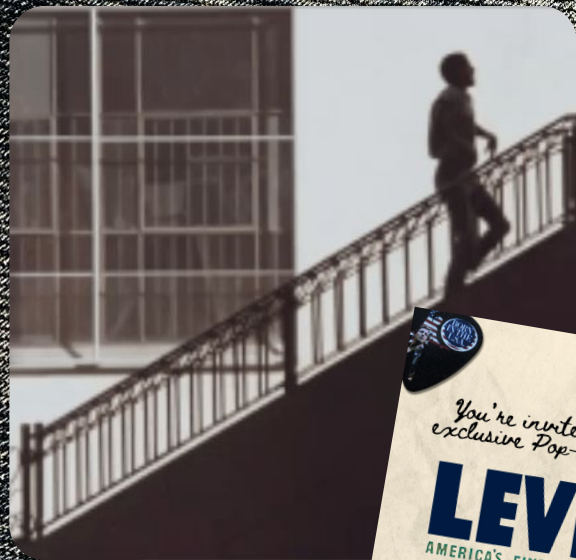
Instagram, Facebook, TikTok

The 80s American Classics

Levi's is a classic staple of the 80s, and so is Bruce. To market this collaboration, let's send audiences right back to what they know from the decade.

Shoot a Levi's jeans promotional video filmed nostalgically, filled with 80's jean commercial easter eggs shot like a 1980's denim commercial.

It's fun, it's nostalgic, and most importantly... it's got one of the most iconic and recognizable songs of the 80s tied to it: **"Born In The USA."**



JOHNNY 99'S LUGGAGE LOUNGE

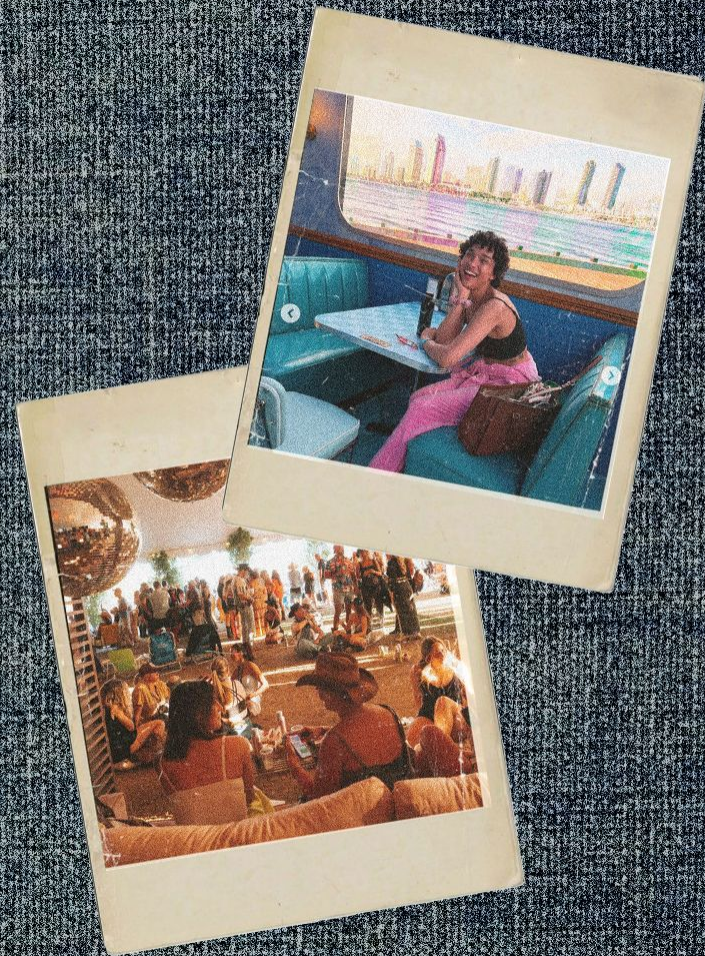
High Tier

Sea.Hear.Now Festival

Bruce Springsteen's legendary tour bus is reimagined as a vintage Jersey Shore oasis in the Sea.Hear.Now lounge pop-up honoring *Deliver Me From Nowhere*.

10 invited influencers will help generate buzz, while the space comfortably hosts up to 50 guests at a time— offering a **mid-festival retreat** for both devoted fans and those new to Springsteen.

Goal: Attract festival-goers seeking a relaxing retreat mid-festival, including those unfamiliar with the movie or Bruce Springsteen, and encourage invited influencers and attendees to actively generate and share content from the experience across their channels.





Thank you!