

“Why Worry?” A repeatedly

Life comes with built-in challenges. Here's how to take control.

Overview

The story...

From severe storms to fender benders, life comes with built-in challenges. No matter what we do, there's always something to worry about. The question is, how can we keep everyday anxieties from taking over our everyday lives?

Liberty Mutual believes the answer lies in knowledge. WP BrandStudio will help readers understand what they worry about and why—and, most important, open their eyes to strategies and solutions that can help them navigate hurdles, manage the unexpected and live a life with less worry.

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

...and how we'll tell it

An immersive interactive experience presents snackable facts, statistics and insights against a backdrop of textural video footage and animated graphics.

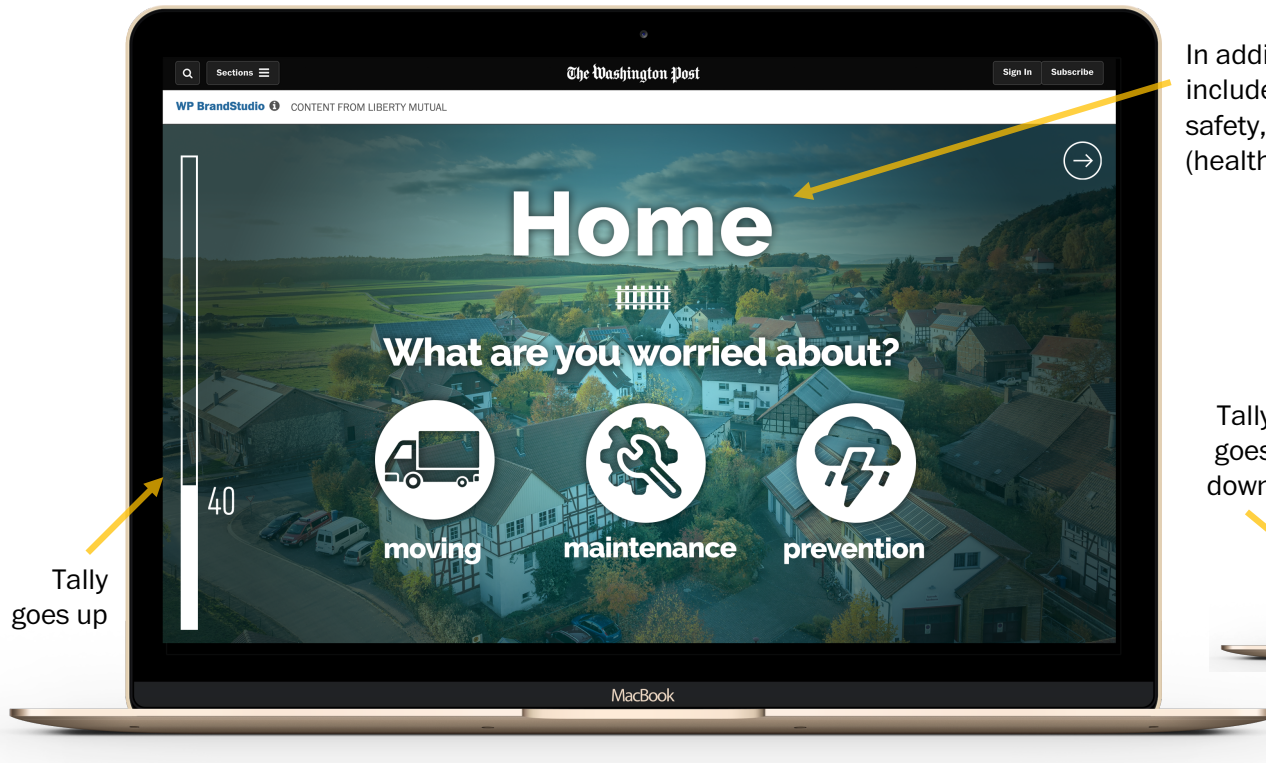
- Compelling journalistic copy looks at the upside of (moderate) worrying, showing how it could be a beneficial evolutionary trait that helps us stay out of trouble—and how we can channel it to lead to more productive outcomes
- A series of panels shows three key areas of everyday anxiety: HOME; CAR; LIFE
- For each panel, readers can select a specific worry and learn about different ways to reduce it, eliminate it or channel it more productively
- Throughout the experience, animated graphics showcase fascinating insights and statistics on who worries, how much and what about

Mock of Program Entry Point



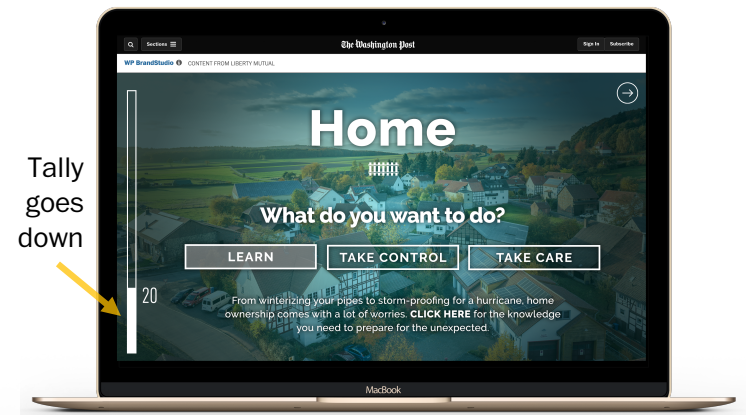
Mock is for proposal purposes only

Mock of *HOME* Panel



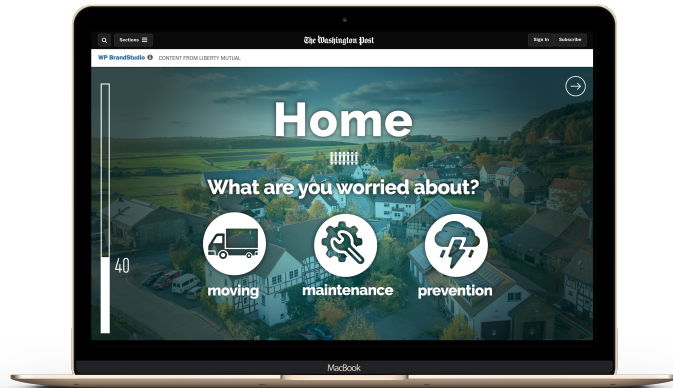
1) Readers select a worry...

In addition to HOME, panels include: CAR (buying/selling, safety, repairs) and LIFE (health, finance, family)



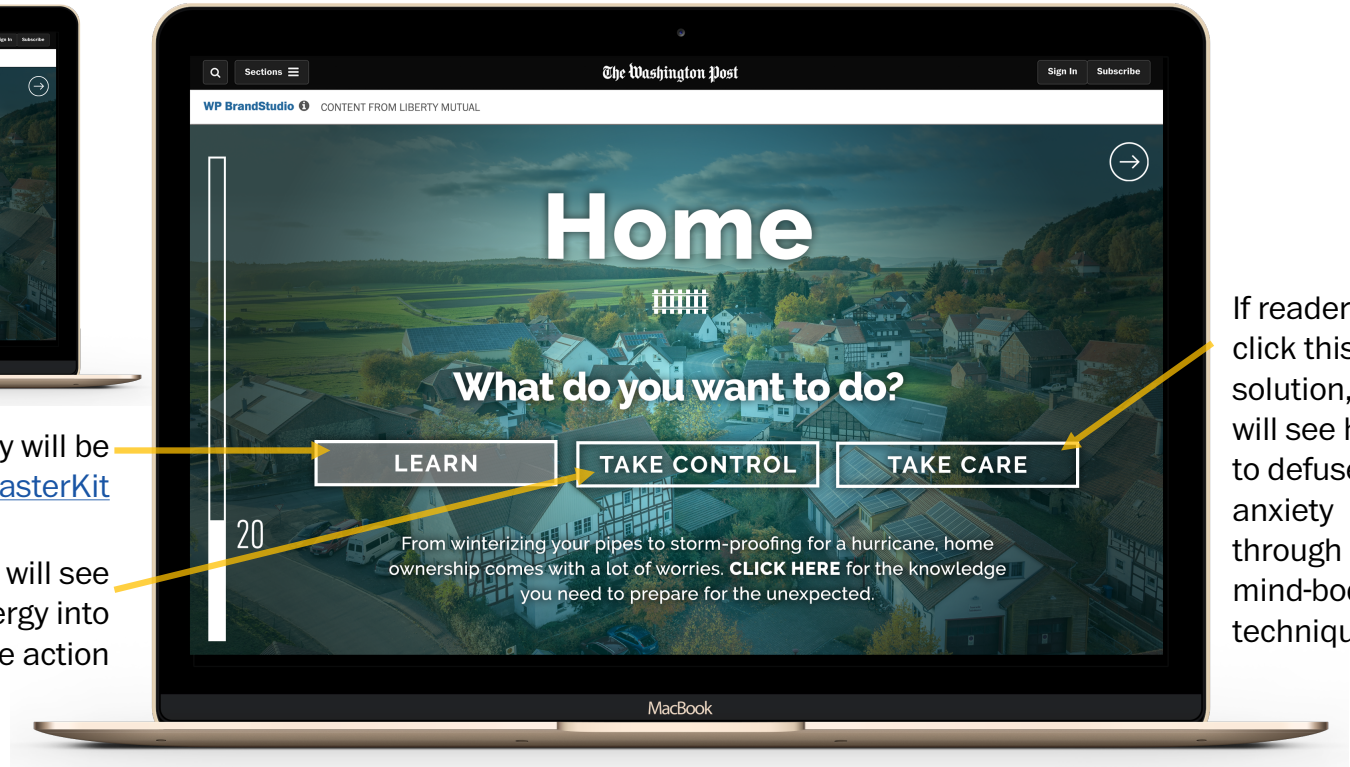
2) ...then select a solution

Mock of *HOME* Panel



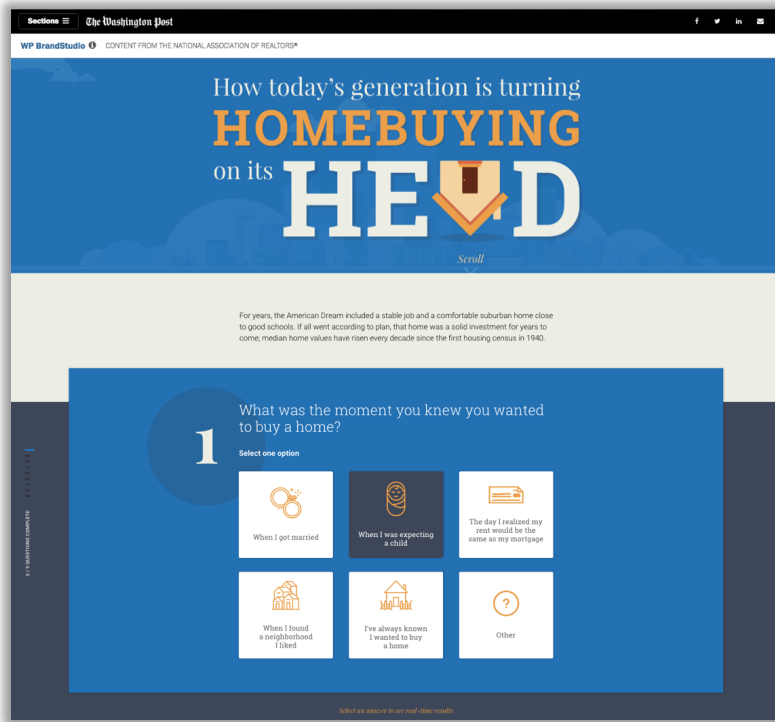
If readers click this solution, they will be directed to a [relevant MasterKit](#)

If readers click this solution, they will see how to channel worrying energy into positive action

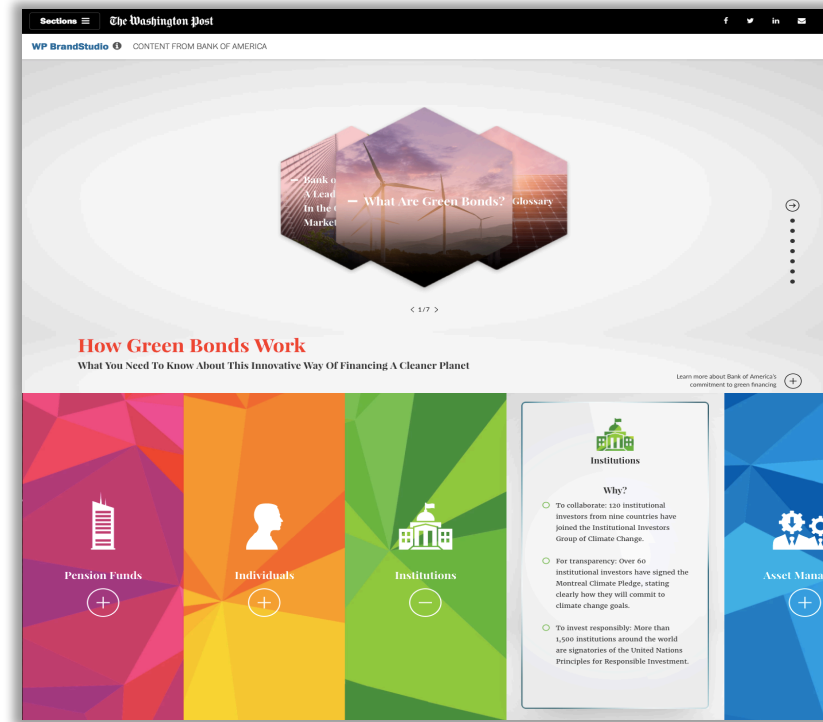


If readers click this solution, they will see how to defuse anxiety through mind-body techniques

WP BrandStudio Examples



[Link](#) to WP BrandStudio interactive experience



[Link](#) to WP BrandStudio interactive infographic