



*As part of its 2022 NHL Playoffs marketing campaign, the Boston Bruins asked Sleek Machine to create a :60 TV spot to become the anthem for the postseason and connect the team with its community of fans.*

*Considering the ethos of the team - and the “blue collar” & “lunch pail” attitudes its fans share about hard work and commitment - our galvanizing idea was “It’s All of Us”.*

*From the arena organ player to a Hanson Brother lookalike on rollerblades, we assembled authentic and diverse characters to illustrate how it takes all of us to achieve success.*



*A two-day shoot all around the state produced a :60 anthem showcasing the diverse fan base and a couple of players in the locker room. The anthem premiered on the morning of the playoffs and ran throughout the postseason.*



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