



*For the 2022 NHL Playoffs, the Boston Bruins asked Sleek Machine to create a campaign to connect its fan base - whether impassioned or seasonally casual - by tapping into the core values of an Original 6 hockey team that's been in our city for a century.*

*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.*

*Campaign elements of this fan experience included team communications, merchandise, OOH, in-arena, TV and social media.*

*Before the playoffs, the hype began with five :15 videos appearing on social and through broadcast TV. These short videos portrayed the energy of the game with the amazing energy of hockey fans.*

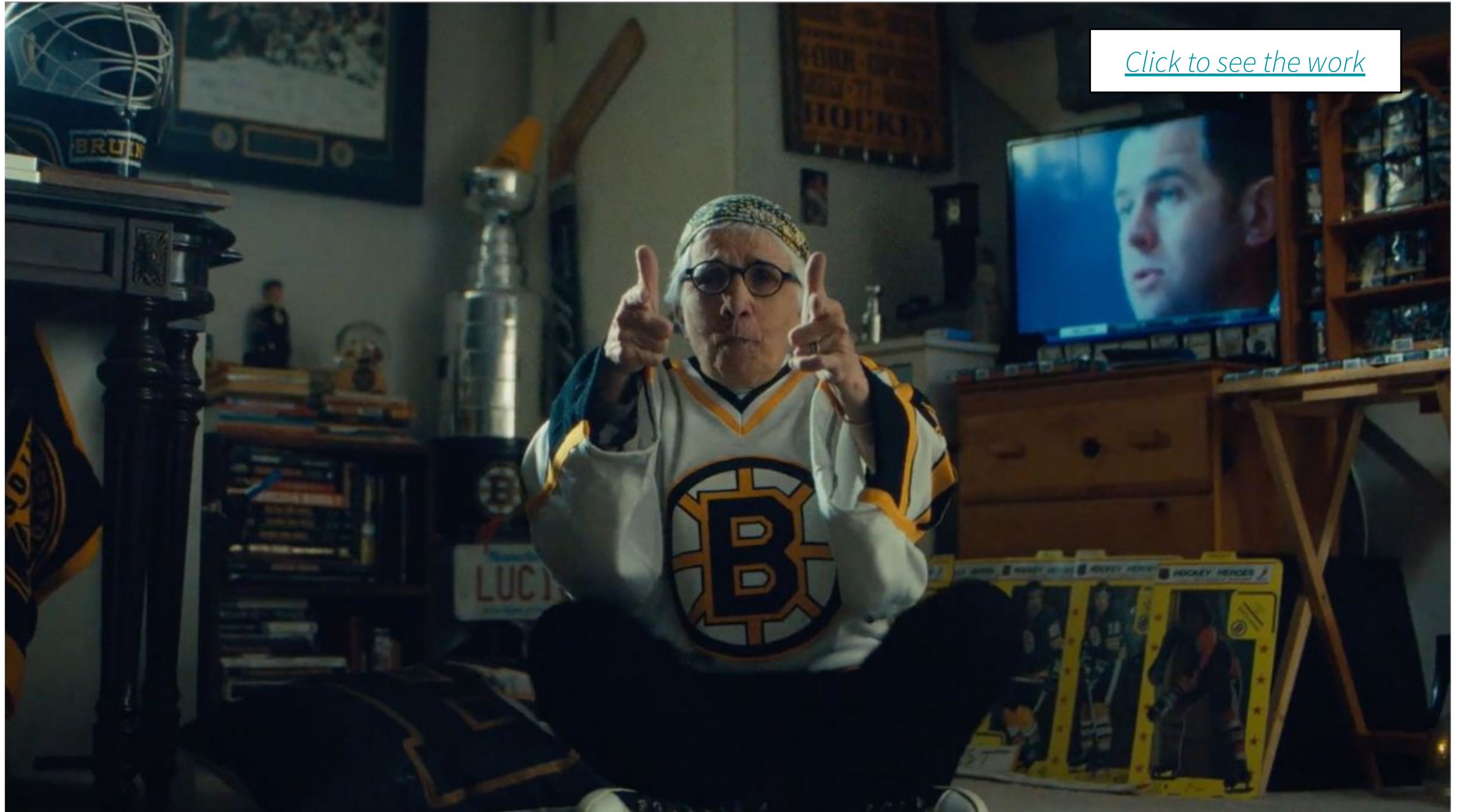
[Click to see the work](#)



**IT'S ALL *of* US**



*A two-day shoot all around the state produced a :60 anthem (broadcast & social) and another 8 social videos showcasing vignettes of the diverse fan base. The anthem premiered with the playoffs and the social rolled out for the next two weeks.*



[Click to see the work](#)

Fans were introduced to the campaign, invited to the playoffs, encouraged to participate... and campaign merchandise went on sale including caps, t-shirts and beer koozies!

Navigation: Tickets Team News Video Schedule Stats Fans Community Bruins Academy Scores Apps Shop Teams

PRESENTED BY ticketmaster

Ahead of 2022 Playoffs, Pres. by MGB

IT'S ALL OF US

Chill TIL THE PUCK DROPS FOR THE BLACK AND GOLD

CELEBRATE RESPONSIBLY

Swayman to Start Game 3, Lindholm Ruled Out

Bruins Drop Game 2 to Carolina, Fall into 2-0 Series Hole

Need to Know: Bruins at Hurricanes | Game 2

Foligno Named Bruins Nominee for 2021-22 King Clancy Memorial Trophy

Bruins Set to Switch Up Defense Pairings for Game 2

**BOSTON -** The Boston Bruins announced today, May 5, a variety of initiatives in advance of the 2022 Boston Bruins Playoffs, presented by Mass General Brigham.

**'It's All of Us'**

The Bruins' 'It's All of Us' campaign, which will come to life through graphic elements and videos across Bruins digital channels, speaks to the inclusive and connected nature of being part of the most passionate and storied fan base in the NHL. This campaign articulates the "team-first" mentality, grit and determination of the Boston Bruins.

The Bruins' new, one-minute 'It's All of Us' campaign promo will air on NESN and all Bruins digital channels throughout the playoffs. Fans are encouraged to use #ItsAllOfUs on social media to join the conversation and support the B's throughout the playoffs.



11:22 www.fansedge.com

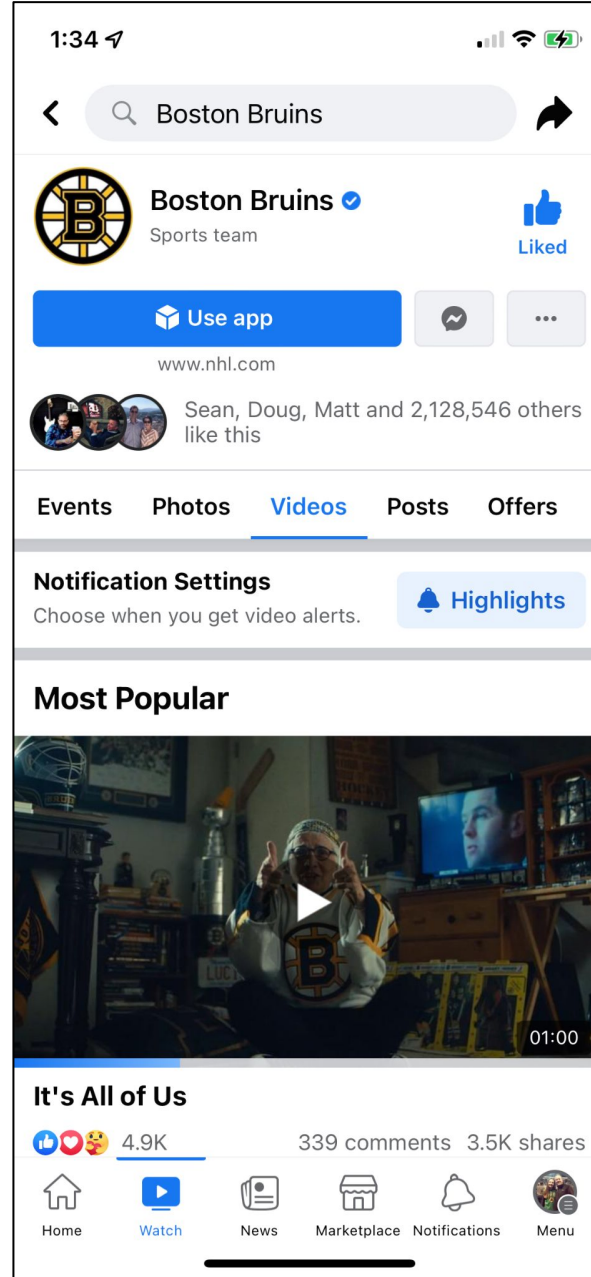
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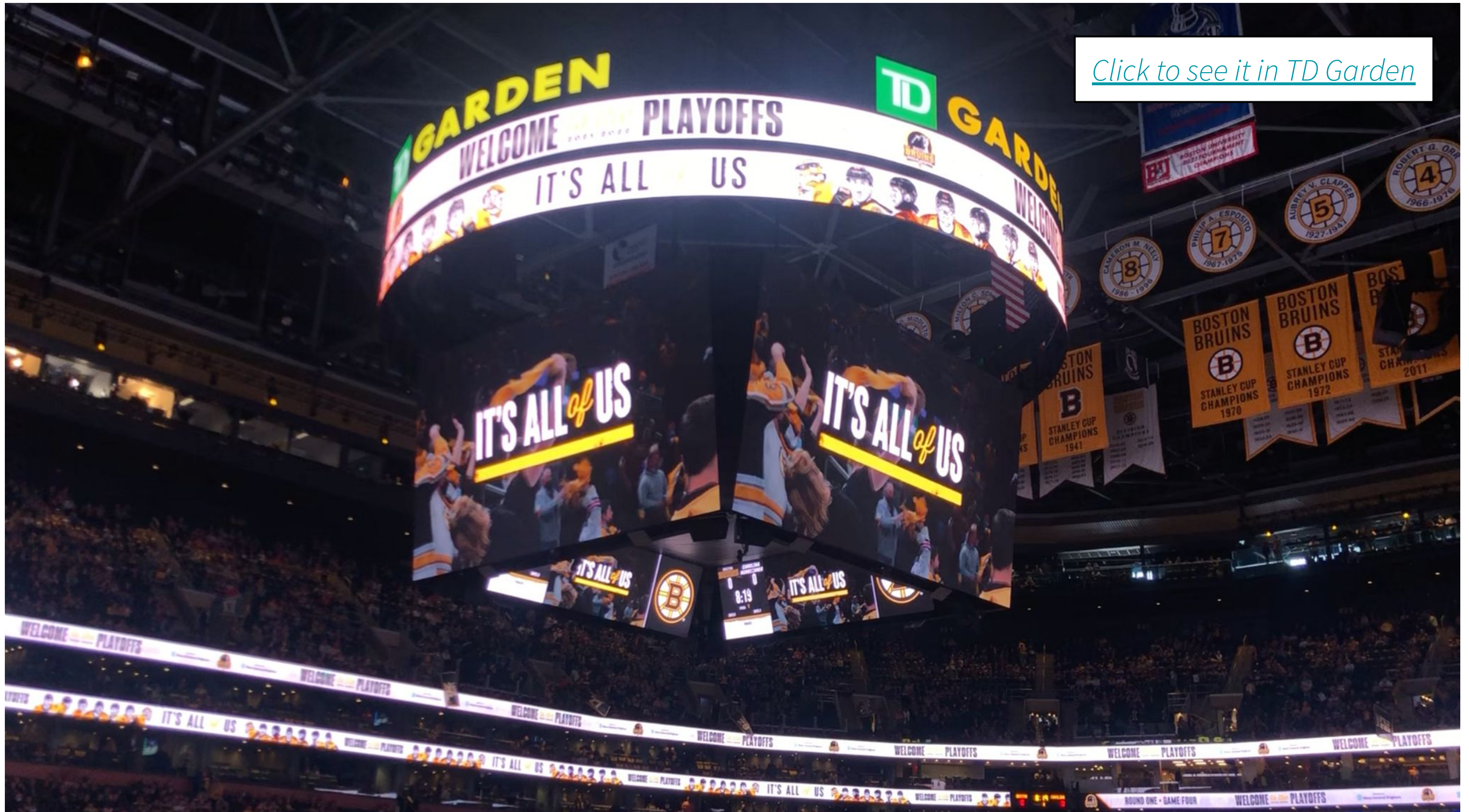
Ready To Ship

Fanatics Branded Boston Bruins Black 2022 Stanley Cup Playoffs Slogan T-Shirt

When it was time to drop the puck, “It’s All of Us” was everywhere. The “real fans” within the campaign were easily spotted within the TD Garden crowds - especially after the content was the Most Popular in the team’s social feeds.



*And we can't lie... it felt amazing to see the work pump up fans before the playoff games on the Jumbotron!*



[Click to see it in TD Garden](#)