



# Arnold Schwarzenegger Is Agent State Farm in Heroic Super Bowl Spot



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Creative License worked alongside agency Highdive and State Farm to place Arnold Schwarzenegger and Danny DeVito at the centre of the action



Insurance provider State Farm shows audiences how to be a good neighbor in this year's Super Bowl commercial, created by Highdive with celebrity talent negotiation and execution undertaken by Creative License, an agency that specializes in music, celebrity talent, and intellectual property procurement for brands and ad agencies.

Making use of the brand's iconic slogan, 'Like a good neighbor, State Farm is there', the spot sees Arnold Schwarzenegger in action as Agent State Farm, rescuing puppies, flying helicopters and saving people from fires; all while having some good fun with his iconic accent.

The :60 spot, unveiled at the Super Bowl, revealed that Arnold had been joined by an unlikely sidekick in Danny DeVito, who was enlisted as part of the script change to correctly pronounce 'neighbor', and bring the action-packed film to a close.



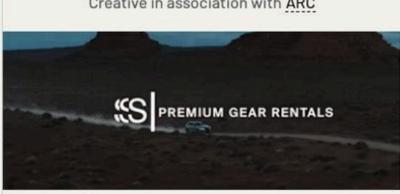
The team at Creative License worked with long-time collaborators, Highdive, who led the creative for this campaign.

Kevin McKiernan, CEO/founder, Creative License said, "We are always so grateful to go to work everyday and do what we do in helping our Client and Agency partners bring so many amazing ideas to life. This one though holds a special place, we are especially proud of the entire team on such an amazing campaign!"



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