

We are

#allAmerican

You can't define an American. We defy labels.
We are a multifaceted bunch.
There isn't one of us that fits nicely in a box.

Yet every day religious minorities are judged by the clothes
they wear or the way they pray.

But we know better.
We are more than just our parts.

It doesn't matter what we wear.
It doesn't matter how we pray.
It doesn't matter if we take cream or sugar,
Because let's face it – we'll probably take both.

We are part this and part that,
but at the end of the day we are all part of each other.

We are All-American.



Part granddad.

Part stock broker.

All-American.



Part ladies' man.

Part fashion icon.

All-American.



Part Snapchat addicts.

Part athletes.

All-American.

ENERGIES PUB



A Muslim and a Catholic

walk into a bar...

Imagining the video script:

**Catholic orders a beer. Muslim orders a Sprite.
Few seconds of awkward silence.**

Catholic: So you guys really don't drink at all, eh?
Both laugh uproariously.

Muslim: Not really.

Catholic: Is that the same as pork? Like it's sinful?

Muslim: Well, the Qur'an (that's our Bible) says that alcohol has inherent good and inherent bad, but that the bad outweighs the good, so it's best to avoid it. There's a couple more hadith (sayings of the Prophet Muhammad) that flesh it out, then centuries of scholars debating it.

Catholic: Interesting. So can you use like vanilla extract or rubbing alcohol?

Muslim: They make vanilla extract now without alcohol in it. Plus, for something like that, the cooking process evaporates



A Sikh and a Christian

walk into a bar...

coffee

Imagining the video script:

Hi, I'm Tom and I'm a Christian.

Hi, I'm Maninder and I'm a Sikh.

Ok, first question: What's your favorite Arnold Schwarzenegger movie?

Tom: Easy. Predator. Hands-down.

Maninder: Dude. Commando.

Tom: Commando takes itself way too seriously. It's like they made a parody of an action film.

Maninder: Are you kidding me? Fighting an alien warrior in the jungle, covered in mud and Tarzan screaming? Cheesy.

Tom: Predator is about man's struggle against himself and nature. Even alien nature.

Maninder: That's nuts. There's no motivation in Predator.

Alien hunter kills a bunch of his teammates and Arnie takes it upon himself to slay the creature.

In Commando, not only do they assassinate his teammates, but they kidnap his daughter and force him into leading a coup in South America.

Serious topics we can laugh about.

Video production is foundational to this campaign. It's the most effective way to humanize our subjects and tell a complex narrative in a short amount of time. To gain as much viral opportunity as possible, we suggest approaching this topic from an unexpected angle – direct.

Instead of feeling awkward about things we don't understand, we will bring them to light in a fun and ultimately authentic way.

Our interview series will set a lighthearted tone with a serious subject by opening on the stereotypical joke:

"A _____ and a _____ walk into a bar."

Let's redefine labels.

What makes you

#allAmerican ?