

*“What do you want the power to do”
is more than a question.*

It's a rallying cry for everyone who dares to dream.

THE IDEAS

Great Minds

BANK OF AMERICA  x 

***THE POWER
TO POP UP***

BANK OF AMERICA  x 

***TABOO TO
TRENDING***

BANK OF AMERICA  x 

***POSITIVITY POWER
VENDING MACHINE***

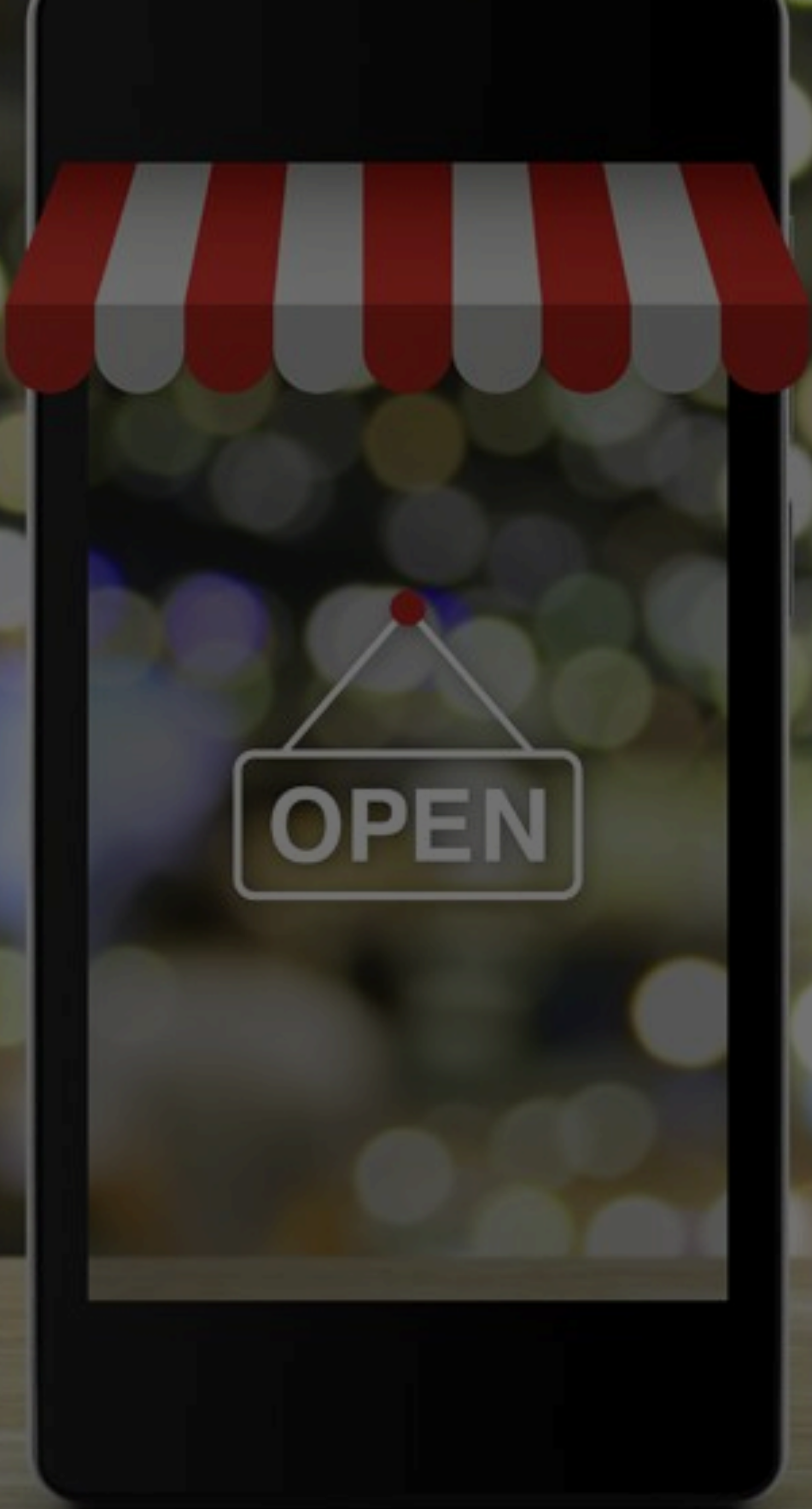
BANK OF AMERICA  x 

**Bank of America and NowThis are
partnering up to find out what matters most to this
generation and help them power their future.**

ENTREPRENEURSHIP

THE POWER TO POP UP

BANK OF AMERICA  x 





THE INSIGHT

555K

*The estimated amount
of Americans that
launch new businesses
each month*

*- Small Business Association
of America*

A heartening statistic that leads to a renewed faith in the American Dream, but the results aren't nearly as good. Over half of new businesses fail within the first five years.

One of the leading causes of new business failure is the struggle to get the word out. Indie brands are taking social media by storm but advertising costs are expensive, and without a prime real-estate location, prospective customers might never know a new business exists.

THE POWER TO POP UP

BANK OF AMERICA  x 

**NowThis and Bank of America are
partnering up to give small businesses
THE POWER TO POP-UP in communities
across the country with a mobile pop-up shop.**

We're asking fans to nominate a fledgling small
business on social media for the chance to have Bank
of America travel and build a pop-up shop in their town.

HOW IT WORKS

THE POWER TO POP UP

BANK OF AMERICA  x 



01 ————— build excitement

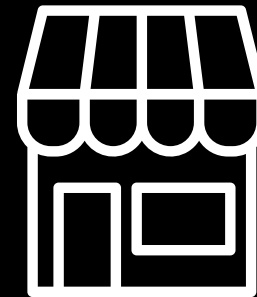
We'll drive buzz using our series like "Good Start," a daily morning news show that features stories to inspire us and our owned twitter channels.



02 ————— nominate a local business

On NowThis we'll ask fans to nominate local entrepreneurs for their chance to Pop-Up across the country.

NowThis will work with BofA to narrow down entries to our top ten favorites.



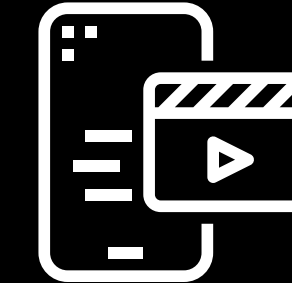
03 ————— partner with the experts

Each entrepreneur will be partnered with a BofA small business advisor, and a NowThis marketing expert as they prepare to take their business to the next level.



04 ————— take it on the road

Once the entrepreneurs have crafted a new business plan and marketing initiative, we'll hit the road to bring their goods and services to communities around the country.



05 ————— lessons learned

Throughout the pop-up experience, we'll be on hand to capture videos and behind the scenes footage which we'll use to champion our featured businesses on the NowThis social channels.



06 ————— entrepreneur spotlight

We'll align select entrepreneur's stories through partnerships with a show like "Young Hustle," a series about savvy self-starters who believe that age is nothing but a number.