



â€™Good Morning Footballâ€™™ Is â€™Feeling Goodâ€™™

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Good Morning Football is "Feeling Good" in a new music-driven cross-channel and social media campaign.

NFL Network worked with creative agency Versus for a promo that uses a revision of the classic Nina Simone song to captures the lighthearted camaraderie of the shows hosts.

The show is built around the personalities and chemistry between Kay Adams, Nate Burleson, Peter Schrager, and Kyle Brandt-each of whom takes football seriously, but is also well versed in pop culture, fashion and current events.

Versus and Director Damien Drake went behind the scenes to give the audience a glimpse of what each host's 'Morning Kick Off' entails. Simone's classic, "Feeling Good" takes on the bluesy spirit of the original song, while infusing a revamped energy that builds through the spot via the engagement of the show's team, according to the agency.

Versus was responsible for the concept, live-action, design, animation, editorial, and VFX for the campaign, which includes the 30-second promo as well as web banners and key art for all of NFL Networks key platforms.

CREDITS

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