**Anything But Small…MetLife’s new Small Business campaign launches**

This past weekend saw the launch of MetLife’s first television commercial, part of an integrated campaign, for the Small Business market in the U.S. (employers with under 100 employees eligible for benefits) .

The new platform – *Anything But Small* –seeks to build awareness that MetLife understands the importance of the emotional connection that small business owners have to their businesses. Campaign elements will include advertising, marketing, and public relations.

The advertising campaign amplifies the *Anything But Small* platform and creates a cultural connection between MetLife and small business owners to engage with them on a new level.

“Our current focus on small markets is unprecedented in our history,” said James Reid, executive vice president, Regional & Small Markets, GVWB. “Even though MetLife has been providing benefits to small businesses for over 60 years, we need to make our brand better known to more of the small business community.”

The TV commercials feature small business owners describing their businesses using only one word, and none include “small” in their description. This is a true reflection of just how important a small business to its owner.

“We are committed to small businesses, with a dedicated team of experts in the small market and the experience that comes from serving more than 40,000 small business customers,” added Reid. “We are proud that MetLife can help small business owners – and their employees – confidently select and manage their benefits options.”

Advertising will run in several phases, in traditional and online media, throughout 2016. MetLife’s new commercials will air on CBS-TV during much of the PGA TOUR over the summer and early fall, beginning with the FedEx St. Jude Classic this weekend.

You may see [one/some of the spot/s – depending what they upload] here: [include link to MetLife Tube]

If you missed the commercials this weekend, you can catch them during future PGA coverage, including:

* Quicken Loans National (6/25 – 6/26),
* World Golf Championships-Bridgestone Invitational (7/2 – 7/3),
* The Greenbrier Classic (7/9 – 7/10),
* RBC Canadian Open (7/23 – 7/24),
* PGA Championship (7/30 – 7/31),
* John Deere Classic (8/13 – 8/14),
* Wyndham Championship (8/20 – 8/21),

and including three of the most-viewed tournaments in golf:

* The Barclays(8/27 – 8/28),
* Deutsche Bank Championship (9/4 – 9/5), and
* the BMW Championship (9/10 – 9/11).