



Nationwide

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Jill Scott premieres her newest Nationwide commercial

R&B singer stars in newest ad for the company

Jill Scott fans – get ready to see your favorite artist’s latest Nationwide commercial! In the new 30-second ad, the Grammy-winning singer and actress explores through song Nationwide’s ability to take care of its customers through every moment in their life...even the little ones!

“One thing I’ve learned over the years is that it’s so important to have someone you can count on to be there for you through life’s journey – especially the tough times,” said Jill. “Those ‘little moments’ where you need a trusted partner to have your back is what inspired the song for this Nationwide commercial. I’m really proud of it!”

Jill continues to put her spin on the iconic jingle as she helps Nationwide bring a fresh take on a familiar campaign. In May, Jill joined a running list of prior artists featured in Nationwide’s advertising including Tori Kelly, Rachel Platten, Brad Paisley, and Leslie Odom, Jr.

Partnering with Nationwide, Ms. Scott helped create new songs building off the “Nationwide is on your side” seven notes to demonstrate the many ways Nationwide protects its customers with extraordinary care.

“There is no doubt that Jill is bringing a new level of feeling to these commercials,” said [Ramon Jones](#), Nationwide’s Chief Marketing Officer. “We’re seeing a great response to the first ad, and we think consumers will see themselves in the everyday moments this new ad portrays. Jill is a great ambassador for our brand, and we have enjoyed sharing with the country the incredible songs we’ve created together.”

“Care and consideration - those are traits the company and I share,” said Jill. “I’m proud to team up with Nationwide to create songs that demonstrate Nationwide’s passion for protecting its customers.”

The newest “On Your Side Soundtracks” commercial will begin appearing on broadcast, social media, and digital platforms on Sept.7.

<https://news.nationwide.com/en-us/jill-scott-featured-in-new-nationwide-commercial/>