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**Rich Silverstein Discusses the Pitch  
That Landed San Francisco as This Year's Big Game Host**

***Video Interview with Co-Chairman of Goodby Silverstein & Partners Details the Creative Approach and Process Behind Winning One of the Biggest Games of All Time***

**SAN FRANCISCO – Feb. 4, 2016 –** [Shocase](#), the professional social network for marketers, today released a [video interview](#) with advertising industry legend Rich Silverstein, who played an instrumental part in landing San Francisco as the host city of this year's Big Game.

"The game of football was changed because of Bill Walsh and his West Coast offense, which started here in the Silicon Valley and then spread across the league," said Silverstein, co-chairman and partner of GSP. "This is similar to how technology starts here and spreads across the country. Silicon Valley is the center of innovation and maybe it started with the West Coast offense."

The video interview, hosted by Shocase Founder and CEO Ron Young, covers the process behind the pitch and the "big idea" that drove the creative, as well as the full pitch video that was presented to all 32 NFL owners during the selection process.

A shareable version of the video can also be found on Facebook [here](#).

**About Shocase**

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. The Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#). Watch our demo [video](#) to learn more about [Shocase](#).

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