



engagements provide ad insurance

Insurance for the Insurance Advertiser

Knowing that one third of auto insurance customers are actively shopping for a new carrier and most would switch to save less than \$300 annually, local insurance advertising is on the rise across all categories: auto, health, home, life. Fifty eight percent of US households, including one third of affluent households, say they do not have enough life insurance coverage. And with changing healthcare regulations, more and more Americans are buying health benefits out of their own pockets. Alternative out-of-home and experiential campaigns can help your insurance agency engage with local constituents and make thinking about buying insurance more exciting. Building a brand today means creating a full ecosystem of touchpoints and relying on a variety of personal interactions to drive engagements.

OOH and experiential are designed better than any other medium to offer a platform that provides interconnectivity and memorable moments.

“Insurance is not something we wake up and want to think about. It’s not fun to buy, and it’s a big chunk of your disposable income. So we need to make it as engaging as we can for people.”
// Lisa Cochran,
VP Marketing, Allstate



Aviva used a combination of media formats in multiple markets, including this Segway squad who had one-on-one engagements and distributed over 10,000 branded water bottles per market.



MetLife used mobile billboards paired with a brand ambassador team who canvassed six markets in a 20-day guerrilla marketing campaign, distributing over 80,000 dental kits.



Our team – Marilyn Monroe, Elvis, a showgirl and Austin Powers – excited the crowd at the WFG Convention to drive booth visits and boost brand awareness for Prudential while leaving a fun, memorable impression on attendees.

- mobile billboards
- brand ambassador teams
- convention/tradeshows marketing
- beacon/smartphone integration

- experiential marketing
- Segway squads
- splash events
- sponsorship activation

