



more engaging media

Ad & Brand Safety Measures

Did you know...1/3 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. Alternative out-of-home and experiential campaigns can help your insurance agency engage with local constituents and make thinking about buying insurance more exciting. Create a full ecosystem of touchpoints and a variety of personal interactions to drive engagements. We take your brand safety seriously and have put into place many measures to ensure your ad is visible, protected and reaching the right audience! We're covered, so you can promote your coverage confidently.

"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

OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ sponsorship activation
- ▶ field marketing teams
- ▶ experiential activations
- ▶ event and trade show activations

RETARGET THE OOH AUDIENCE

We can collect device IDs within close proximity to the OOH ad and serve those devices display ads. **48%** of us are more likely to click a mobile ad after seeing the same OOH ad (*source: Ocean & NeuroInsights*).



Allstate amplified their CONCACAF sponsorship with a glass truck carrying the Gold Cup which traveled from market to market. Paired with mobile display ads, this campaign both turned heads and earned clicks.



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.

