

## PROGRESSIVE DRIVES A NEW WAY TO INSURE THOSE WHO DRIVE LESS

### Progressive Insurance with Jericho Communications

#### The Challenge

A core value of Progressive is innovation and a company that is known for its "first". Jericho recognized that these two core values were reflected in a small pilot program Progressive was undertaking in Texas. The program included the testing of a new Progressive product called "Autograph" a type of insurance utilizing Global Positioning System (GPS) to determine an insurance rate based on how much a consumer drives.

#### The Jericho Difference

- \* Jericho developed press materials that focused on the fact that this was a continuation of Progressive's long history of innovation in an industry that is traditionally conservative.
- \* By making the story about innovation, Jericho was able to overcome the fact that this was an insurance product that was being tested on a local basis only, with no immediate national implications.

#### The Impact

- \* The campaign resulted in 319 media stories, with a total advertising value of nearly \$900,000.
- \* The extensive coverage included stories in TIME Magazine, New York Times, Wall Street Journal, Washington Post, ABC World News Weekend, CBS News Saturday Morning, CNBC Business Center.
- \* Progressive received calls from state insurers around the country asking if they could institute an Autograph system for their state.
- \* The program solidified Progressive's reputation as an innovative company that is always looking for ways to save their customers money on their auto insurance policy.