

SURVEY SAYS ONLINE SURVEYS HELP KEEP PROGRESSIVE TOP OF MIND

Progressive Insurance with Jericho Communications

The Challenge

Progressive Insurance is the nation's fourth largest auto insurer. The Internet has become an increasing focus for the company, and they looked to Jericho to develop campaigns that would keep the Web site "top of mind" among consumers as well as offer consumers an incentive to return again and again to the site.

The Jericho Difference

- * Created a series of online surveys that speak to the emotional elements of auto drivers. Topics included summer driving, gas prices, cell phone use while driving, holiday driving and automobile habits.
- * Surveys run on a continual basis, offering incentive for consumers to return to check out survey results and look for additional survey topics.
- * Publicized new features of the Web site such as the inclusion of IIHS Crash Test video data and WAP technology.

The Impact

- * Consistent top-tier media results. Sample results include:
 - Summer Driving: Time Magazine, Associated Press, CNN
 - Gas Prices: USA Today, Time magazine, Associated Press, CNN
 - Cell Phone Use: USA Today, Associated Press, Wall Street Journal, L.A. Times
 - Holiday Driving: USA Weekend, USA Today, Wall Street Journal, Associated Press
 - Automobile Habits: Associated Press, Reuters, Business Week
- * Ability to generate results for overall site and specific features, keeping site "top of mind" for both media and consumers.
- * Progressive.com was named the top insurance carrier Web site on the Fall 2000 Insurance Carrier Scorecard™ from Gomez™, a leading e-commerce authority.