

PROGRESSIVE INSURANCE PREMIUM VARIANCE

Progressive Insurance with Jericho Communications

The Challenge

One of the core messages of Progressive Insurance, the nation's fourth largest auto insurer, is the concept of premium variance, which is the difference in auto insurance premium a consumer can find by simply shopping for a better rate. Research shows that consumers rarely shop for auto insurance and simply renew their existing policy. In the past, this story angle was thought to be too commercial by the media and therefore received little media attention.

The Jericho Difference

- * Developed a survey that questioned people on how much time they spent shopping for various items.
- * Combined the survey results with Progressive's extensive study of over 89,000 consumers regarding premium variance.
- * Worked with local p.r. agencies to provide survey breakdowns to be used at the local market level.

The Impact

- * The campaign generated 76 stories, including media coverage in U.S. News and World Report, Wall Street Journal, Newsweek, Washington Post and the Chicago Tribune, among others.
- * P.R. results equaled \$170,000 in advertising dollars.