

We're a Lot Like You, A Little Different

CHALLENGE:

Insurance is a low interest category: people don't like to think about it, and they certainly don't like the companies that sell and service it. As a regional company, PEMCO competes against national players - with very deep pockets, and a non-stop passion for advertising. Our challenge was to cut through the competitive clutter to build brand awareness, favorability and interest in PEMCO insurance.

INSIGHT:

After conducting extensive consumer research we found that people really care about where we live, the people in our community, and the businesses that are part of the local fabric. They also believe that living in the Northwest is like no place else – filled with interesting people and ideas that make it interesting. And they support companies that are local.

SOLUTION:

Demonstrate PEMCO's local-ness and invite the public to engage with PEMCO in celebrating the Northwest. A campaign was developed that featured unique Northwest Types (the people who are part of our community), with the marketing tagline "We're A Lot Like You. A Little Different." A key part of the campaign is a microsite where all of the Northwest Types are featured along with an opportunity to submit your own Northwest Type.

GOALS:

PEMCO's goals were to build brand awareness and show positive growth in policies by March 2008.

RESULTS:

- * Exceeded policy growth goal by 700X
- * 48,095 hits to the PEMCO site in the first month of launch, a 51.71% increase in traffic from the past year.
- * 100,000 visitors to www.werealotlikeyou.com
- * 90 blogs created that discussed PEMCO and the campaign
- * 1 obituary mention
- * National exposure on MSNBC.com
- * Developed partnerships with local companies that share the same local values (Tully's Coffee and Seattle Seahawks)
- * 25% increase in policy growth

Case Study Library



Client: PEMCO Insurance

Agency: DNA

Budget: Undisclosed

Date of Campaign: 2007-2009