



Elevating The General[®] Brand

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CONFIDENTIAL





Introduction

Breaking through the crowded insurance landscape by staying true to our customer and elevating the brand.

The General Brand History

- In 2017, 95% of our advertising budget was invested on cable TV.
- Prior to 2019, we invested less 1% of budget in paid social, display and unbranded search.
- We relied on 'intuition' to inform marketing decisions. Which sometimes lead to inconsistencies in our message strategy.
- Our growing business shielded limitations in the marketing strategy.



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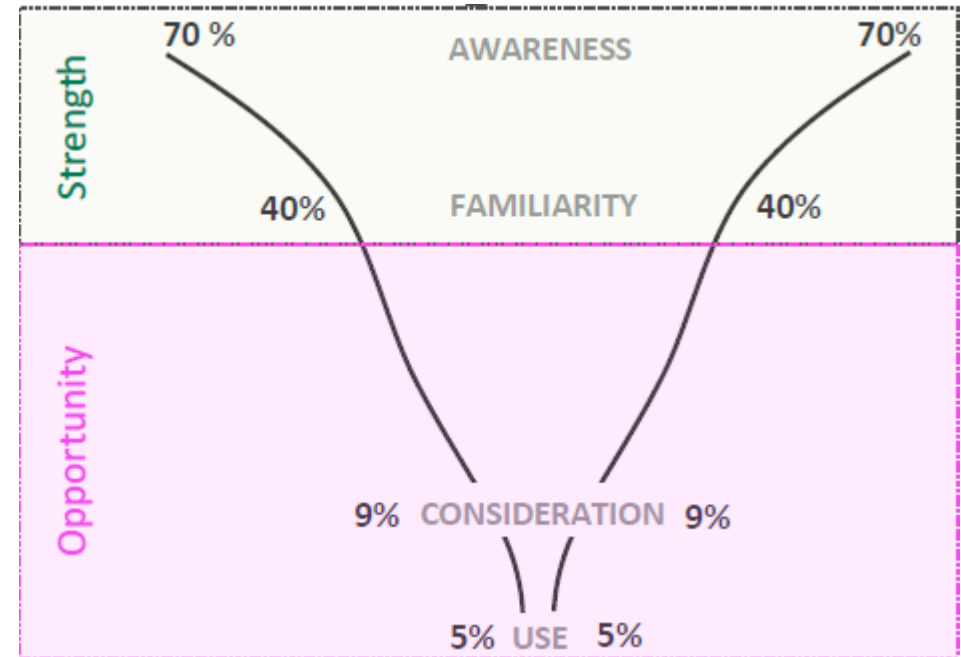
TRUST



THE PROCESS

Critical business and brand challenge

- Identifying and quantifying the ***ideal customer***
- Understand ***what drives target customer decision*** making processes
- Find brand ***perceived strengths and weaknesses***
- ***Measure*** and benchmark brand performance



Our Foundation



Competitive
Analysis



Business
Priorities



Customer
Research



Data
Analysis

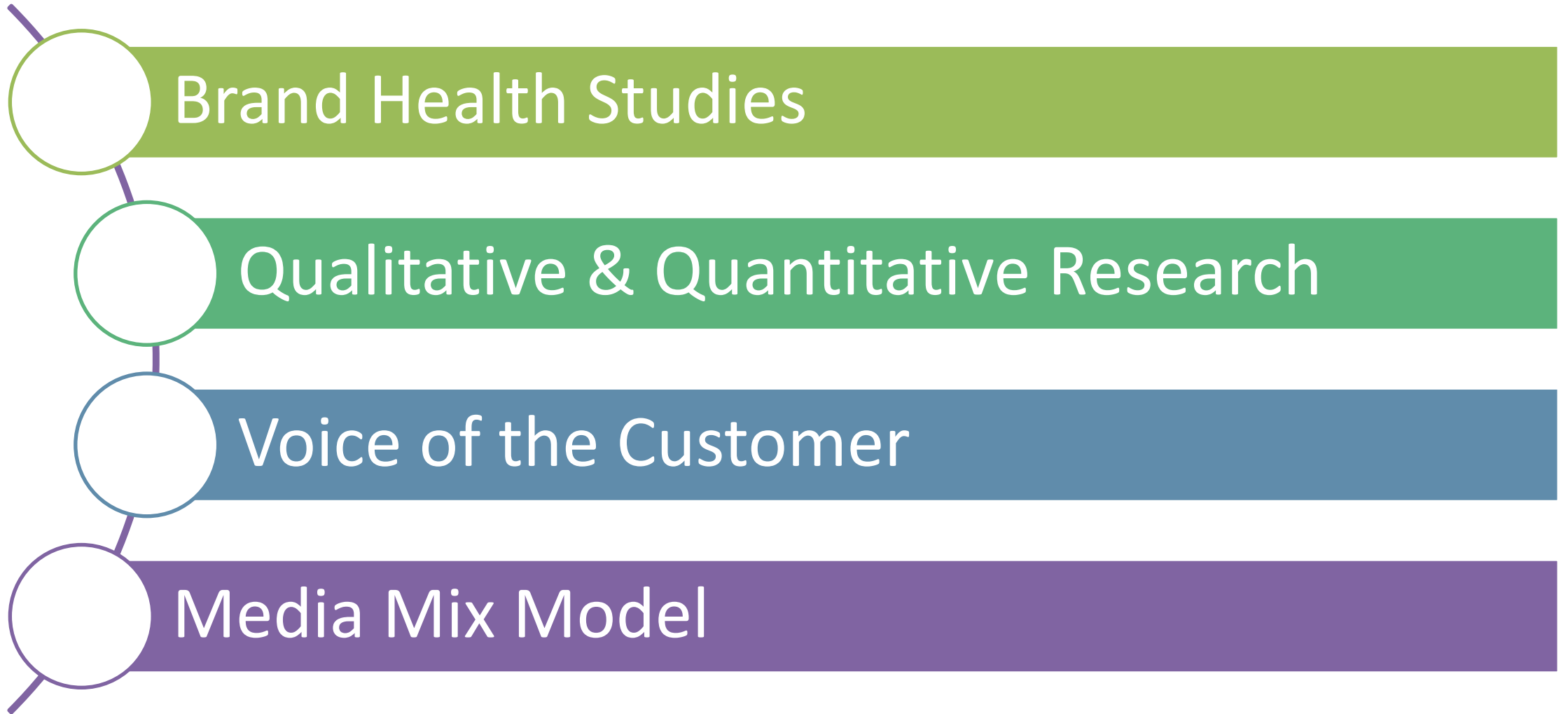


Keys to Successful Implementation

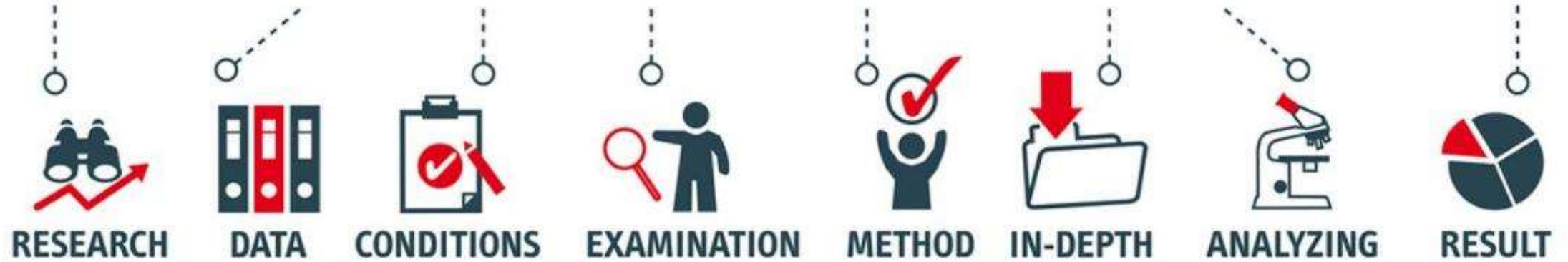
- Implementation ***starts internally***
- Make sure everyone understands ***“The Why”***
- ***Not everyone will like it***, and that’s OK
- ***Ensure consistency*** across all channels, products and experiences
- ***Measurement*** tools and processes are critical
- It’s a ***journey***, not a destination



Measurement is Critical



CASE STUDY



Evolving Our Creative



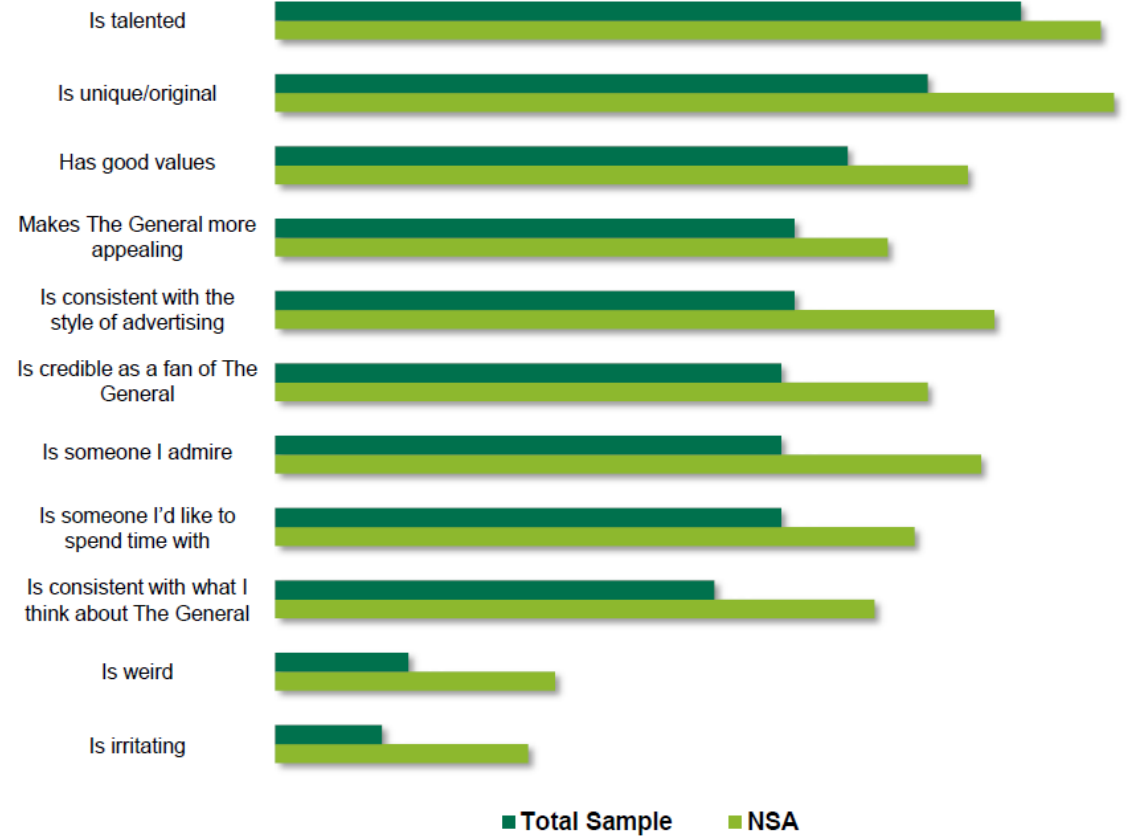
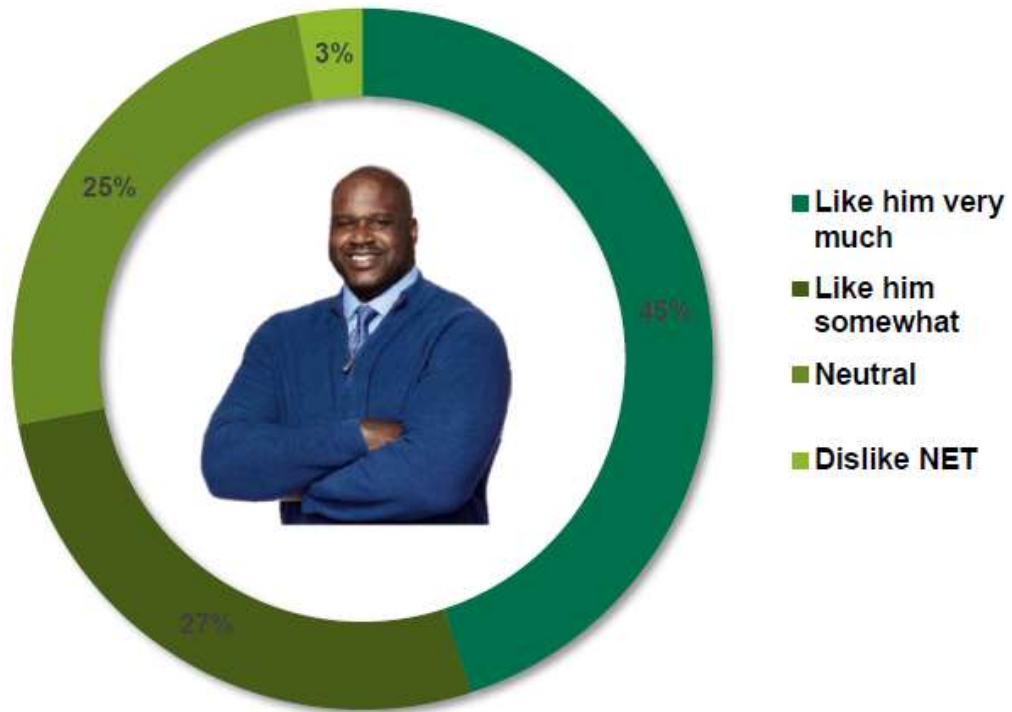
Evolving Our Creative



The coverage you deserve, prices you can afford.



Celebrity Ambassadors



Coverage you deserve. Prices you can afford. No judgements. No labels. No hassle.

Zip code

Have questions? Let's chat.

★★★★★ We get it. We got you.

For over 55 years The General has provided quality insurance that you can rely on, regardless of history, credit or lapse in coverage. We offer flexible policies and payment plans, top-rated customer service, and instant proof of insurance through our app.

Get a personal quote in 2 minutes. Drive off with insurance in 10.

Web Landing Pages

"Very easy and quick way to either change or start an auto policy!" - Anthony

★★★★★

Customer Reviews

Social Media

Social Videos

Snoop!

Search

TV

Sponsorship

Lead Management



Motion Display

Display

Paid Social

PR

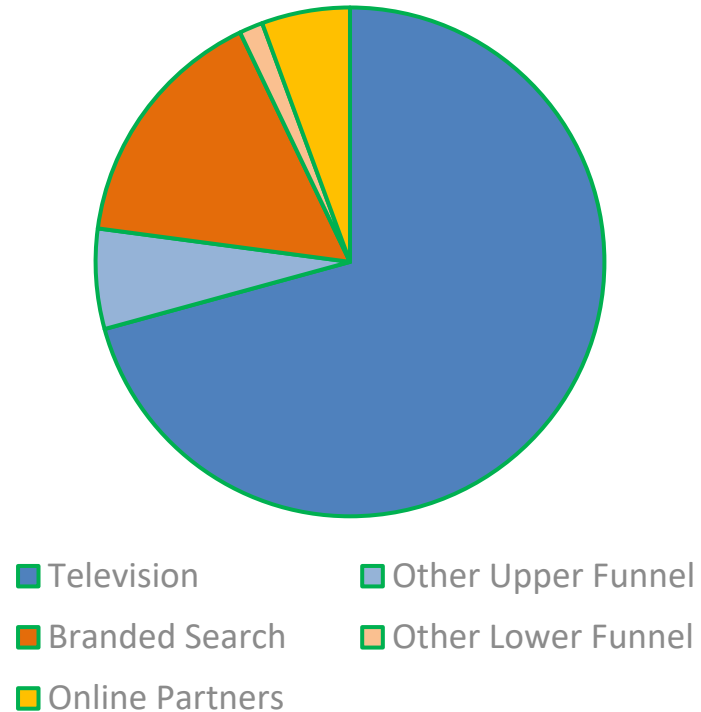
Radio



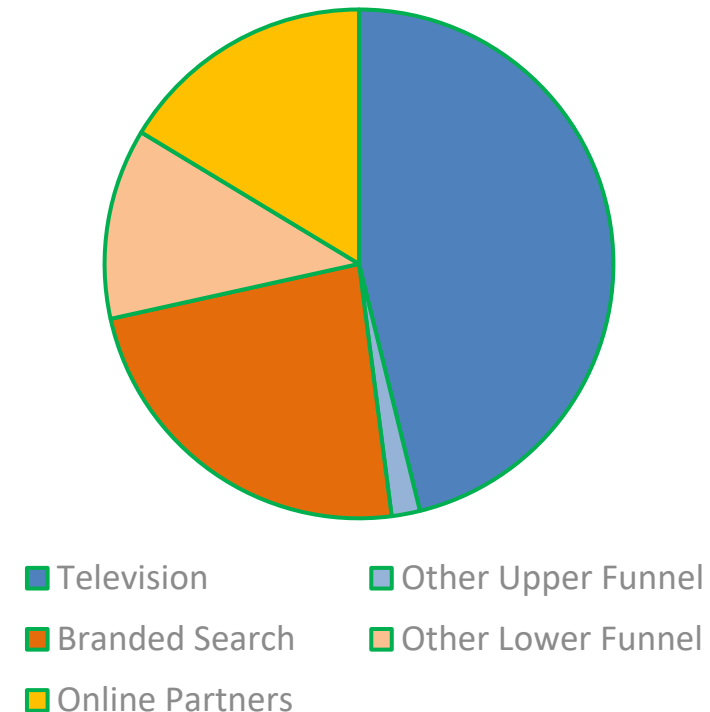
Email & Push Notifications

Significant shift to 'lower funnel' media spend activities

2019 Actual



2020 Projected



- TV media spend extends beyond traditional cable to reach new digital savvy audience
- Lower funnel tactics are more targeted to intended audience and harvest demand generated by upper funnel activities
- Shifts in media spend are guided and supported by Media Mix Modeling

Thank you for this opportunity!

Audience Q&A

Did you work with an agency when you initially joined?

A: Yes, we had a couple of agency relationships when I joined. We have certainly grown that list over time.

How did you choose Shaq Were there any other contenders?

A: Yes there were others. Data and market analysis is what helped finalize going with Shaq.

Did you get executive buy in to use celebrities like Shaq and Snoop Dogg?

A: Data and show target customer relevance. Also, as with any celebrity, you have to have a good sense of that celebrities risk/style as it pertains on how they manage their own personal brand and does that align with how you want your brand to be perceived.

Do you work with Influencers?

A: Yes we have recently worked with some Influencer marketing for our Shaq vs Gronk event. We are still evaluating the impact and value of those investments

What are the most important measurement tools KPIs that you use on your team?

A: At the end of the day, the number 1 KPI is Sales and CPS. Marketing should be ladder focused on driving sales /revenue in the most efficient manner possible

Where this becomes complex is trying to tie all tactics and marketing activities back to that number - we use a combination of Google /digital traffic analysis, media mix model, voice of the customer feedback/surveys, brand health studies and other kpis tracking tools that would be relevant depending on the tactic.

What kind of measurement tools did you utilize to measure success results?

A: This varies depending on the tactic - most always we have a mixture of Google /digital traffic analysis, media mix model, voice of the customer feedback/surveys, brand health studies and other kpis tracking tools that would be relevant.

How are you using SEO?

A: SEO is a critical tactic for us given our top channel is online. We ultimately use seo strategies to get as much organically sourced search traffic as possible

Did you involve current or prospective customers in identifying your ideal customer

A: Both

How did your company react to COVID-19?

A: I'm very proud how our company reacted to covid. Not only were we mobilized and working from home in a matter of weeks - we rallied and came together as an organization around taking care of each other and our customers through the myriad of challenges.

Has Covid made more people evaluate their insurance options and has that translated into acquisition or loss

A: Absolutely. I'd say we are seeing both. Our target audience was by far the most impacted by covid. In the beginning, losses were being felt I think industry wide. As the Government stimulus programs began to be implemented, we have seen a stability in those losses.

What channel has been most successful for building brand awareness How about for conversion?

A: Brand building is still an upper funnel activity - so tactics such as TV advertising, radio, etc. Conversion - bottom of the funnel tactics such as branded paid search, non branded search, seo.