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Where was Progressive?

Competition

- Progressive had little to no brand recognition previous to Flo
- Competition:



Where was Progressive?

Macro and Micro Environment

- Insurance typically daunting and scary for consumers
- Market flooded - made it tough for consumers to make brand decisions
- Insurance Arms race - out create but not out spend

Where did Progressive decide to go?

Segmentation and Targeting

- Millennials and the everyday person, would connect more with a humanized brand where they share something in common
- Targeted them through
 - Parentamorphosis campaign joking about people turning into their parents when adulting - “while Progressive can’t help you from turning into your parents, they can insure that home purchase, and your car too”

Where did Progressive decide to go?

Differentiation and Positioning

- The “Superstore” aspect of the campaign had the goal of trying to make shopping for insurance a pleasant experience
- Name Your Price and My Rate (first in the industry)
- Positioned themselves as an easy to purchase insurance brand with flexible prices

How did Progressive get there?

Product: Different insurance products (Vehicle, Property, Personal, Business)

Price: “Name Your Price Tool” - They give you a quote then you can adjust the price (impacting coverage)

Communications: A humanized insurance representative (Flo = angelic vs hellish)

Distribution: TV Commercials, Online, Social Media, Ads

Results

- Since Flo's debut in 2008, Progressive's business had nearly doubled from \$13 billion to \$30 billion
- Flo's success not just due to this new concept of making insurance shopping fun and light, but was due to great **execution**
- Humorous (appeals to emotions), **memorable, face for the brand**
- Multiple brands have introduced brand mascots imitating Flo (Allstate Mayhem)

Results

- “We use humor to forge a bond with our customers,” said Cat Kolodij, the leader of marketing strategy at Progressive. “But we never make light of a situation when there’s an accident. We’re very clear that the humor doesn’t extend to our customer service group or our claims department.”

Works Cited

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