

## Objective

The client approached us to create an affinity-like program to replicate the endorsed business model without an association connection.

## Target Audience

Public safety employees with a strong affinity to their profession; firefighters and law enforcement.

## Challenge

Create an affinity relationship without a true endorsement.

Low brand awareness for the client and high levels of auto insurance advertising from GEICO and Progressive.

Create a prospect database of public safety employees at their home address.

## Solution

Our team developed a campaign which achieved the following key elements:

- Created branding that was profession-specific and reinforced the affinity relationship.
- Supported the brand footprint with a unique tagline.
- Utilized photography to communicate the common situation of the members.
- Obtained home addresses from occupation-specific magazine lists and complied lists with known occupation.

## Results

Pilot program was a success and the vertical market initiative was expanded to target those in the Registered Nursing profession.

**Member Association through Photography**

**Entitlement**

**Exclusivity**

**Association through Branding**

**Credibility**

**Positive Member Response**

**Credibility Testimonial**

