

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

