

## Allstate Insurance Co. Pepperpot Submission Category 2. Reputation/Brand Management Attacking market share through sustained brand management

### Research

Allstate data from the Reputation Institute shows that improving our reputation by five points increases recommendation by 6.1 percent. Allstate lagged behind our top competitors in our targeted areas in reputation and had much less of a market penetration. So we knew we had to build a campaign that would increase Allstate's reputation and brand presence through positive partnerships and events that would gain visibility of our community involvement. With the common goal of safety, we approached the police departments in both Mount Lebanon and Bethel Park in April of 2014 to create a joint partnership. Allstate would provide the campaign execution and funding while we tapped into their community ties. We have relied heavily on their recommendations and local knowledge while building this ongoing program. During planning trips to meet with the police, we also canvassed the areas to get to know the community.

### Planning

Through a series of in-person and virtual brainstorming meetings from April to June of 2014, both police departments expressed interest in having speed trailers, devices that would sit on the road and display speeds and safety messaging. As both communities are cut-throughs to get to downtown Pittsburgh, traffic is a main safety concern. Allstate agreed to purchase the trailers and had them wrapped with both the Allstate and police department logo. To launch the partnership and introduce the trailers, which residents could request to have put on their streets to help curb speeding, the team decided to have a community day called Badges 'n Bats in August of 2014 featuring activities for families as well as a softball game. The two police departments would face one another and a 50/50 raffle would raise money for a local charity. The police departments selected the Special Olympics due to a prior relationship and the ability to involve their athletes in the event.

Since this was to be a sustained partnership, while planning Badges 'n Bats, the partners also started putting together an ongoing calendar, both with unique events to the partnership and existing events already in place in the communities that Allstate could maximize.

### Execution

Badges 'n Bats brought out about 500 people from both Mount Lebanon and Bethel Park, the first time the neighboring communities held a joint public event. Our agency owners were able to play alongside the officers and get to know them better. We also had hundreds of people in both communities attend who experienced first-hand Allstate's community impact; those who did not attend were still exposed through the marketing surrounding the event which included e-blasts from the police departments to constituents and agency owners to their customers as well as media coverage leading up to the event including a paid appearance on a weekly community program called Take 5 on WPXI. The speed trailers also promoted the event through their message boards. The Allstate Foundation made a \$10,000 donation to the Special Olympics, which helped to raise a total of \$14,000.

The partnership expanded from there. Mount Lebanon and Bethel Park High Schools played each other in October of 2014. Allstate planned to do a week-long distracted driving event incorporating two of Allstate signature campaigns, X the TXT and Reality Rides, which was communicated to all parents through e-blasts. During the school week, students at each school could take the X the TXT pledge to not text and drive. On Thursday, pictures of students taking the pledge were posted to Allstate's X the TXT Facebook page. The students who received the most likes won a prize, to be presented at halftime of the football game. We also brought Reality Rides, our distracted driving simulator to each high school for a day that week then had it parked outside the stadium for the game. Reality Rides uses an actual car with an LED screen in the windshield to allow people to experience the realities of distracted driving without the dangers. The police officers were on hand to hand out "tickets" which showed the infractions students would have faced on the road. State Senator Matt Smith, who represents both areas, stopped by to test out the simulator at the football game and help present the gifts to the students at halftime as well as \$4500 checks to both schools from Allstate. About 5,000 people were in attendance.

Our next two events focused on making an impact through community service. Bethel Park invited Allstate to participate in its annual November food drive. We bought ads in the Pittsburgh Tribune-Review with the locations of all of our agencies in the area, which were collecting food. After three weeks, our agents brought the donated food to a local food

## Allstate Insurance Co. Pepperpot Submission Category 2. Reputation/Brand Management Attacking market share through sustained brand management

bank and alongside officers with Bethel Park, stocked and stored thousands of pounds of food to help families in need for the holiday season. Allstate donated \$5000 to the food bank. In January of 2015 to celebrate Martin Luther King Jr. Day, our agents worked alongside Mount Lebanon police officers going to see seniors who have chosen to stay in their homes to do odd jobs and favors.

Because of the relationships we had formed within the community, some events took little to no lift from Allstate besides covering the costs. Bethel Park invited Allstate to participate in its annual basketball game featuring officers and high school players facing members of the Pittsburgh Steelers. Bethel Park Police and High School planned and executed the event. Allstate agency owners played in the game and also displayed their local office information through banners surrounding the stadium. The event raises money for a scholarship fund named for a fallen officer; Allstate made a \$3500 donation to the fund prior to the event.

Allstate also implemented traditional public relations tactics. Using the data collected by the speed trailers, we hired a public relations firm, WordWrite communications, to do media outreach. The data showed the majority of people driving in Bethel Park and Mount Lebanon were speeding. Through a joint release from both police departments and Allstate, we alerted people throughout Pittsburgh of some safety concerns and also our united commitment to safety. Additional media tactics implemented through the joint partnership were public service announcements focused on pedestrian safety, which followed the data release in the spring of 2014, and domestic violence awareness, which will air in October 2015. The pedestrian safety PSA was requested by the Mount Lebanon Chief of Police since it is a walking community with no school buses and there is an issue with pedestrian versus car accidents.

We also implemented paid media in our plan to help drive awareness of the Allstate opportunity to attract new agent candidates. We produced two segments to air on KDKA's Showcase Pittsburgh, a show featuring local businesses. The appearance featured a local agent and sales leader promoting the unique benefits of owning an Allstate agency. Calls came in while the segment was still on the air, leading two to additional candidates.

### **Evaluation**

Allstate's Market Attack pilot program was truly a success. We have grown almost a point in market share since starting the campaign and exceeded our recruiting goals for new agents. We received media coverage of every event in which we reached out to the media. The relationships with Allstate agency owners and community influencers have never been stronger. Both city councils invited Allstate to speak at meetings and presented the corporation with commendations for making a positive impact on the community. We are at the point now where the organizations reach out to us to collaborate. Word of mouth has also shown we are making an impact, with several agents saying they had written new customers who walked into their offices after either attending an event or seeing the media coverage. Perhaps the most telling story we received was from the Mount Lebanon Chief of Police was that when State Farm reached out to see if they could form a partnership, and he told them he already had his safety partnership.

While this campaign has made a measurable impact on the communities and business, one outcome that was not intended at the outset is easily the most important. We met an eight-year-old boy at Badges 'n Bats named Joey Fabus. Diagnosed with an inoperable brain tumor and months to live, Bethel Park had made him an honorary officer. He was a bright presence at the game, less than a week out of a surgery to reduce pressure on his brain, cheering and high-fiving officers with great joy. Joey touched so many people, that following Badges 'n Bats, the two police departments rallied another six to host a softball tournament and sell tickets to benefit the Fabus Family. Allstate was invited to participate as well. We surprised the family with a \$5000 donation presented by a local agent. Our agency owners also sent his family their own gifts, including tickets to sporting events and jerseys for his favorite teams. The community truly rallied to help this boy and his family and our local Allstate agents played a large role. In private a few months later after Joey passed away, his father, Dave, shared through tears that that Allstate donation allowed the family to give their son the burial he deserved. Without the deep roots formed in this community, Allstate would have never known the Fabus family, and would have never been able to help.