

## Allstate Insurance Co.

### Reaching affluent, safe drivers through AdverTickets campaigns targeted towards suburban, family-oriented venues



#### SITUATION

National insurance icon Allstate Insurance Co. wanted to reach a very specific target demographic— affluent, safe drivers—through its out-of-home advertising endeavors in multiple major markets throughout the country. In 2003, the company and its agency of record Starcom Worldwide turned to AdverTickets to help reach affluent, safe drivers easily and directly.

#### STRATEGY

Knowing that Allstate needed to get its message to safe drivers in affluent areas, AdverTickets was able to use its large network to zero-in on valet and parking companies in upper-income suburban areas with family-oriented venues where people had track records of being safer drivers.

#### EXECUTION

To kick-off its work with Allstate, AdverTickets launched an automotive campaign on valet and spitter (parking tickets automatically dispensed from parking gate machines) tickets in 20 markets, including Chicago, Atlanta, Dallas, Portland, Nashville and other major cities with suburbs.

Since then, Allstate has continued to run AdverTickets valet and spitter ticket campaigns every year without fail to promote its various safe driver advertising messages.

#### RESULTS

Since Allstate started working with AdverTickets in 2003, it has become one of the company's largest clients having run nearly 15 AdverTickets campaigns in more than 20 major markets and equaling nearly 9 million valet tickets and more than 7 million spitter tickets promoting the brand.

Allstate and Starcom Worldwide have found the AdverTickets campaigns to be valuable marketing tools in reaching safe drivers.

Lisa Sturgeon, Allstate's Texas Regional Marketing Manager, reinforced the value in the campaigns: "We wanted to try to catch consumers when they may not be thinking about car insurance. [Our AdverTickets campaigns] are really paying off for us, and we are pleased with the response."