

## Insurance Agency Marketing Case Study

### Trusted Choice®

For the past fifteen years, JH Communications has managed the Trusted Choice® campaign in Rhode Island, which is the national branding campaign for the Independent Insurance Agents of Rhode Island (IIARI). We have directed a multi-faceted television and radio campaign with 36 different advertisements running in different rotations on broadcast television and cable television, digital and social media. Working directly with IIARI staff and members, JH Communications has been able to increase the exposure of the Trusted Choice® brand in Rhode Island to the level of many national brands.

JH Communications grew the funding of the campaign by over 40 percent from 2007 through 2015. Three million dollars has been spent promoting the Trusted Choice® brand in Rhode Island, and agent participation has grown by 30 percent. One reason for the dramatic improvement in agent participation is the exceptional advertising value and promotion agents realize by participating in Rhode Island's Trusted Choice® campaign.

JH Communications was able to introduce the branding marketing campaign in New Hampshire, enlisting agency and company partners, and raise more than \$500,000 toward marketing. For eight years, JH Communications has directed the New Hampshire Association of Insurance Agent's Trusted Choice® campaign, helping it grow by over 100 percent in agent participation and media placement.

In 2014, JH Communications entered the Vermont market to promote the Trusted Choice® brand for the Vermont Association of Independent Agents, developing a \$100,000 media campaign by enlisting local agencies, insurance companies and the national Trusted Choice® organization to join together to promote its common brand. In 2015, the campaign increased by 100 percent in Vermont to promote the Trusted Choice® brand.

Based on the success of JH Communications in bringing together different groups to join a common cause, the company entered the state of Maine in 2015 to match the state's agencies and companies with Trusted Choice® funding to better promote the brand statewide.

The four-state Trusted Choice® campaign has included \$750,000 spread across six media markets, involving four different state associations, two insurance alliances, ten regional and national insurance companies, and more than 50 insurance agencies across New England. JH Communications has not only directed the media placement but also created more than 50 agency television and radio commercials across New England. In rolling out commercials across four states, we have developed a streamlined production approach and multiple creative techniques to showcase insurance agents and their customers within the communities they represent.

JH Communications was able to grow the Trusted Choice® campaign in four states because we have developed expertise in directing a dynamic campaign with multiple stakeholders who have banded together under a common brand and cause.