



“Like A Good Neighbor,
State Farm Is There”

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Mission Statement

“State Farm’s mission is to help people manage the risk of their everyday life, recover from the unexpected and realize their dreams”



Objectives

- Being able to provide property insurance for the state farm customers who are located in the United States and Canada



Advertising Budget

- Advertising budget grows each year by 29.16%
- Advertising Budget at the agency level for 2013 is 25 million
 - So far about 19.5 million has been spent



Creative Strategy:



- Foundation from which all communications and a brand's marketing message are developed and defined through.
- Objective : Redefining an otherwise dry and intimidating topic of insurance and attract consumers
- Target audience:
 1. All ages needing life, auto, rental, and home
 2. “National Youth Campaign” Initiative toward ages 18-25
- Collaborative Unit – 95 employees research trends and generate ways to reach out to youth

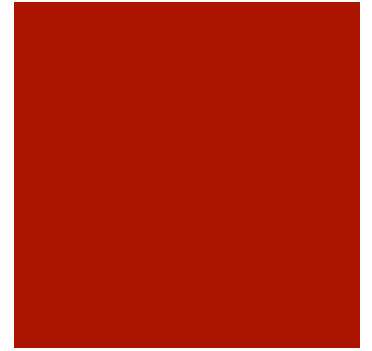
Creative Strategy:



Divergence – “The extent to which an ad contains elements that are novel (Belch, 262)

- Originality
- Flexibility
- Elaboration
- Synthesis
- Artistic Value

State Farm Purse Ad



Creative Strategy:



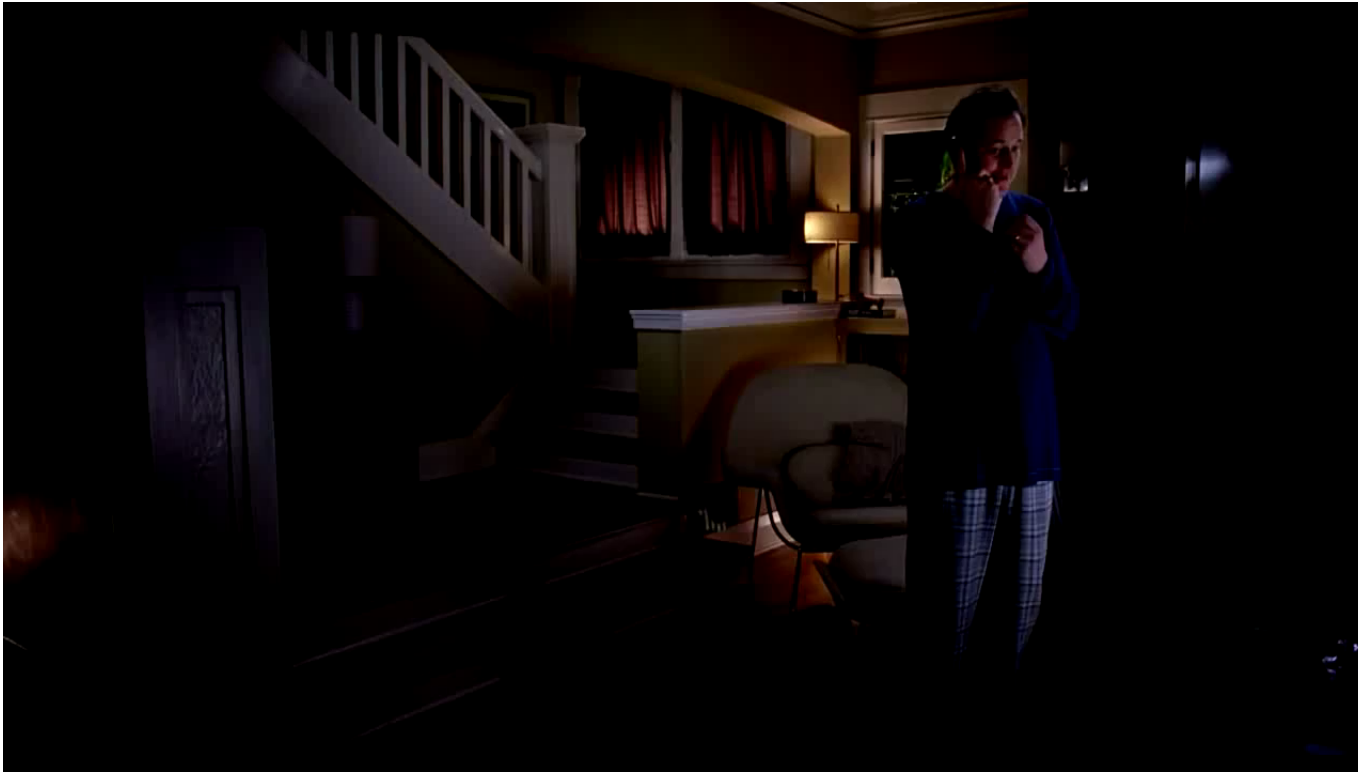
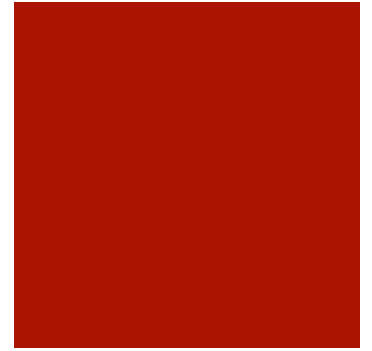
Originality:

- Authentic wit and plot lines
- Diversity amongst each commercial

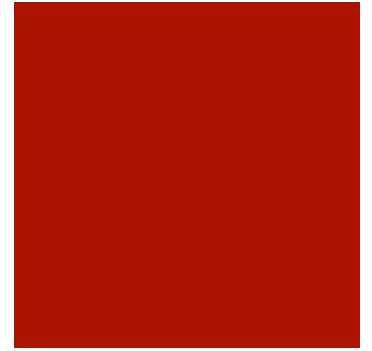
Flexibility:

- Tailor each commercial to a difference target audience – increase internalization of message
1. “Jake from State Farm” Married Couples
 2. “Can I Get a Hot Tub” Young Men (18-30)
 3. “Purse Ad” Young Women (18-30)

Jake from State Farm



Creative Strategy:



Elaboration

- Lighthearted comedic approach to simply rather than complicate

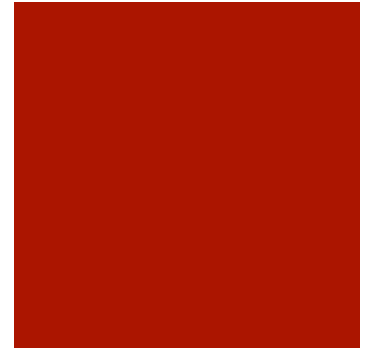
Synthesis

- Relate Policies and services to every seemingly unrelated occurrences
1. Translate Discount Double Check into purchasing a purse

Artistic Value

- Red Theme

Creative Strategy:



Advertising Execution:

- Factual Message
- Demonstration
- Dramatization
- Most of all - Humor

Target Audience



Project launched in
Chicago
“Next Store Café”

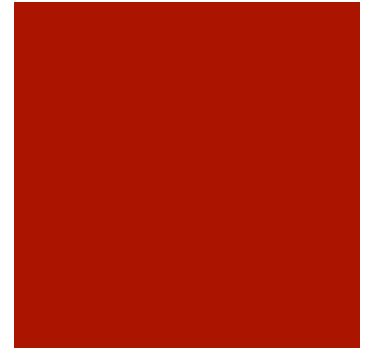


Media Mix

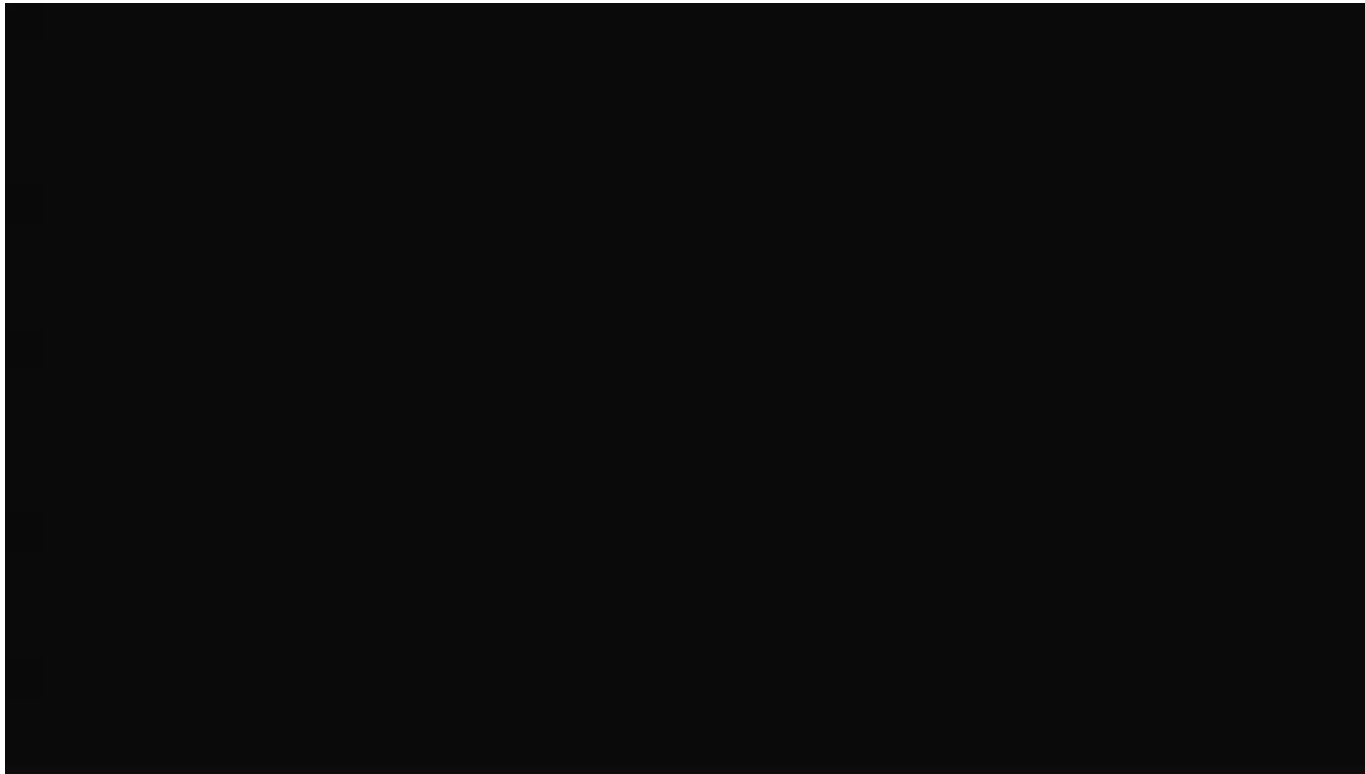
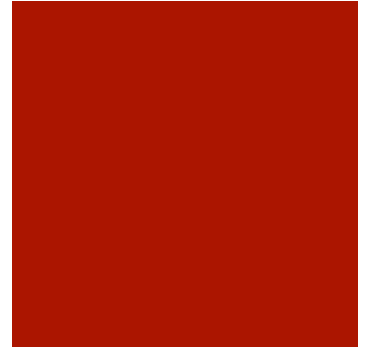
- Television Advertising
- Out of Home
 - Billboards
- Sales Promotion
 - Event Marketing
- Publicity
 - Cause related marketing



Aaron Rodgers Ad



“Play today, illuminate
tomorrow”



The Marketing Arm for State Farm



- Set out to bring State Farm's "Get To A Better State" promise to life in an appealing and relevant way.
- The product earned a Breakthrough Award from Popular Mechanics.
- Since the end of the promotional period, State Farm's AULs and Raw New Production have benefited from a significant 30% and 31% growth, averaging a 14% growth month-over-month for both AULs and Raw New Production.



Legal and Ethical Issues:



- “At State Farm, not only do we do what is legal, but we also do what is right.” (CEO)
- No legal or ethical issues publically broadcasted
- No class action lawsuits nationally → very strict and conservative company
 - Agency under minor litigation
- Client background checks