

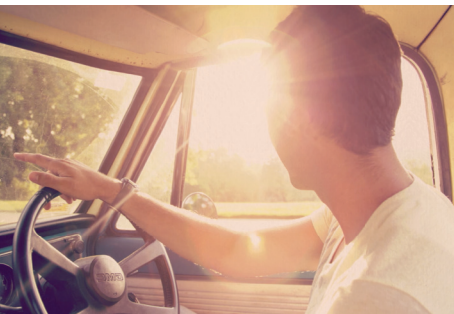


We've got Missouri covered.



CLIENT
MISSOURI FARM BUREAU
INSURANCE

PROJECT
"WE'RE FOR MISSOURI"
BRANDING CAMPAIGN 2014



CLIENT

Missouri Farm Bureau Insurance (MFBI) is one of the leading multi-line insurance companies in Missouri, offering a wide range of policies and coverage to fit nearly every insurance need. With a focus on personal attention, there are more than 200 agents across the state with at least one in every county.

CHALLENGE

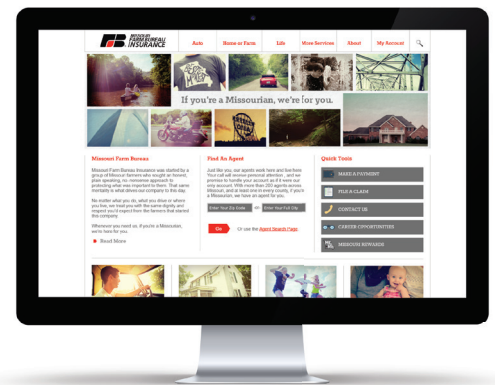
While MFBI was no longer just a farmer's insurance company, there was still widespread misperception about the broad services and products they had grown to offer. With 72 percent of Missouri households in urban areas and nearly half of research respondents indicating they were unaware of the range of coverage MFBI offered, this misperception was inhibiting sales growth.



APPROACH

Starting with a company logo modification and a new tag line – “We’re for Missouri” – Woodruff Sweitzer laid the foundation for MFBI to be considered the insurance company for all Missourians – not just farmers – and highlighted MFBI’s Missouri base as a point of differentiation from larger competitors. A multi-medium rebranding campaign was developed, including TV, radio, outdoor and digital elements. An anthem TV spot set the stage for who MFBI has become, which flowed into all other mediums, including six additional TV spots that promoted specific insurance lines and the agent service MFBI offers. Woodruff Sweitzer conceptualized a campaign that appealed to Missourians by featuring elements that are distinctively “Missouri.” Embracing both urban and rural areas, candid photography and videography captured during a two-week trek across the state served as the visual library and lifeblood of the creative. Further reinforcing the “We’re for Missouri” belief, Woodruff Sweitzer used all in-state talent for casting, photography and video production of the entire campaign.

To heighten brand awareness to online consumers, Woodruff Sweitzer re-skinned the MFBI website to match the new identity. The company’s social presence was greatly increased by introducing a company Facebook account that integrated with all individual agents’ Facebook pages to push the new brand through numerous points of contact.



RESULTS

The impact on brand awareness was evident immediately, with a 600 percent increase in website visits within two months of the campaign introduction. More than 18,000 visitors came to mofbinsurance.com, with 80 percent of these new users. In addition, the new company Facebook page captured more than 2,500 likes during this time frame.

The campaign creative received an impressive response from inside and outside of the organization. Agents avidly embraced the brand message, subsequently impacting their business approach: they were eager to invest in marketing dollars, with sales indicating a positive impact as a result. Current and potential customers across Missouri expressed their appreciation of the message through both direct communication and social platforms. MFBI received calls from news stations, tourism bureaus and other Missouri-based companies applauding the effort. TV spots on Facebook received nearly 488,000 impressions with a CTR of 3.01 percent – more than 33 times the average. But perhaps most importantly, the new persona resonated with viewers; commenters praised the tone and message for creating an emotional connection and said it left them feeling proud as Missourians.

+600% WEBSITE VISITS

+2,500 FACEBOOK LIKES

3.01% CLICK-THRU RATE



Woodruff Sweitzer