



# *M/A/R/C® drives an impactful new positioning for a leading auto insurance provider*



## THE CHALLENGE

A national car insurance provider needed to update their positioning and refresh their brand image, in an effort to grow their customer base.

With well-established players already in the market, finding an “ownable” point of differentiation and delivering a compelling message was key.

## Our client turned to us to:

- ✓ *Identify whitespace in the market*
- ✓ *Narrow messaging options and reasons to believe (RTBs)*
- ✓ *Determine activation of prospects and retention of current customers*
- ✓ *Quantify volumetric impact on business*
- ✓ *Optimize final brand story*

## THE SOLUTION

### *A Comprehensive Approach*

1

*Messaging and RTB Implicit Screening (IAT)*

2

*Assessing Messaging Options' Ability to Activate*

3

*Quantified business impact with ASSESSOR® Concept Test + Choice-Based Conjoint*

## THE RESULT

Leveraging implicit metrics revealed message points and RTBs that instantly connected with consumers, creating competitive advantage. Next, rapid concept testing identified the most promising broad message platforms to carry forward. ASSESSOR® forecasting coupled with Choice modeling sized the opportunity and identified the winning optimized messaging platform. The new brand positioning, tagline, and advertising achieved the compelling differentiation and increase in customers our client was looking for.

To learn more, please contact:  
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