

## **BRANDS | RING CHART PLACEMENT**

### **GEICO**

#### **GEICO Gecko | Association / Random / Abstract**

Run Dates: 2005 – present

Personality: The original commercial shows him trying to clarify that he is a gecko and not GEICO “which could save you hundreds on car insurance.” He’s a well-traveled, smart little fella offering helpful insurance money- and time-saving tips.

Links: Seattle Ferry Journey [LINK](#), GEICO Gecko website [LINK](#)

Demo: Inferred: focused on an older, more traditional customer. The Gecko is well-traveled and wise in the way he’s presented. Gen X, early Boomers.

#### **Maxwell the Pig | Consumer**

Run Dates: 2010 – present

Personality: Maxwell is a tech-savvy, informative consumer (in the form of a pig) who espouses the features, benefits and convenience of GEICO’s services and applications.

Links: Wee Wee Wee [LINK](#), Mediation Maxwell Pig [LINK](#), Maxwell at the DMV [LINK](#), Pig Latin [LINK](#), Maxwell for Mayor [LINK](#)

Demo: Inferred: Gen X and Gen Y / Millennials, very tech savvy young adults, driven by content and mobile features/benefits. Less focus on price.

#### **Caveman | Association / Random / Abstract**

Run Dates: 2004 – 2010

Personality: A take on the premise “so easy, a caveman could do it”, the caveman and his cohorts became a recurring theme.

Links: Caveman at the Airport [LINK](#), Caveman and the Mango Salsa [LINK](#), Caveman Beginner [LINK](#)

Demo: Gen X and Gen Y / Millennials, specifically younger males (perhaps “bros” / future customers) find the humor appealing.

#### **Guitar Guys | Association / Random / Abstract**

Run Dates: 2012 – present

Personality: random, quirky guitar playing duo who share instances of Geico customers ‘happier than x’ after saving with the insurance

Links: [Happier than a Camel on Wednesday LINK](#), [Christopher Columbus LINK](#), [Happier Than Dikembe Mutombo Blocking a Shot LINK](#), [Happier than a witch in a Broom Factory LINK](#)

Demo: Inferred: Mixed but skewing Gen Y / Millennial because it’s absurdist humor and focused on happy index

## ALLSTATE

### Mayhem | Product

Run Dates: 2010 – present

Personality: Mayhem personified, this character depicts what the product protects against.

Links: Large Espresso [LINK](#), Christmas Douglas Fir [LINK](#), GPS [LINK](#), Hail [LINK](#)

Demo: ["Progressive and Geico were outspending us, and they were talking to a younger target, and they were also changing the conversation to just go for cheap. Let's change it from 'cheap' to 'value.'"](#)

### Dennis Haysbert | Association / Random / Abstract

Run Dates: 2003 – present

Personality: Straight talking spokesman targeting older, more traditional customers emphasizing Allstate's service and history

Links: Trouble Never Takes a Holiday [LINK](#), Back to Basics [LINK](#), Parent-Teen Driving Contact [LINK](#)

Demo: Inferred: wise, trusted voice of reason; appeals to those seeking premium care; male and female; skews toward older demo; pulls at heartstrings and plays to emotion

## PROGRESSIVE

### Flo | Internal

Run Dates: 2008 – present

Personality: Sassy but smart Progressive employee character obsessed with helping all types of people compare and find the best rates.

Links: Who are Them [LINK](#), Birds and Bundles [LINK](#), RealityFlo [LINK](#)

Demo: Boomers, Gen X, small fraction Gen Y (inference is that Flo appeals to mostly women and some men who appreciate relatable but quirky, good-natured individualism)

### Box | Product

Run Dates: 2012 – present

Personality: Progressive insurance Box "does the talking" and sells the details, instead of making Flo into a shameless saleswoman. Box delivers important details in a hard sell, direct-response kind of way.

Links: Wedding [LINK](#)

Demo: appeals to some Boomers, mostly Gen X and Gen Y / Millennials; late night watchers; he took over Flo's late night spots; (inference: Box is geared more toward men, 18-44)

## **FARMERS**

### **Professor Nathaniel Burk | Internal**

Run Dates: 2010 – present

Personality: Professor Burke acts as a proxy for actual Farmers agents, helping consumers get smart about insurance, everyday risks and offering practical solutions. Recently, Burke leaves the confines of the University of Farmers campus to the real world where insurance meets the customer.

Links: Critters [LINK](#), Dog Walking [LINK](#), Monster Foot [LINK](#), Carpool [LINK](#)

Demo: appeals equally to Boomers and to Generation X; mixed because J.K. Simmons's dry wit and scholarly approach appeals to older demo while the later demonstrated collisions bring an element of humor + info appealing to slightly younger demo

## **STATE FARM**

### **State Farm Agents | Internal**

Run Dates: 2011 – present

Personality: Instances and dire circumstances which your state farmer agent appears and has you covered. The humor here is really based around the question of how accessible is your insurance agent and when was the last time you updated your insurance.

Links: Names [LINK](#), Roadtrip [LINK](#), State of Matrimony [LINK](#), Buffalo [LINK](#)

Demo: (Inferred) The ads are targeted at Gen X, with some crossover to Gen Y and Boomers; skews slightly male.

### **Chris and Cliff Paul | Internal**

Run Dates: 2012 – present

Personality: Chris Paul, 3 time leader in NBA assists, suddenly has a twin, Cliff Paul. While both make major "assists," Cliff does so through his work with State Farm as an insurance agent. The concept: assisting is in their blood.

Links: Heritage of the Assist [LINK](#), Worn to Assist [LINK](#), Roadside Assist [LINK](#), Future of the Assist [LINK](#)

Demo: (Inferred) Through the usage of Chris Paul, these spots certainly focus on males but the emphasis on families and heritage shows the aim at Gen X and their young families, too.

## **ESURANCE**

### **Ordinary people | Consumer**

Run Dates: 2011

Personality: older, out of touch individuals celebrating/sharing their 'deal' of getting '15% savings in 15 minutes' (presumed to be GEICO) with someone pointing out that partnering with esurance is actually faster and less expensive.

Links: Larry [LINK](#), Beatrice [LINK](#), The Bryan Brothers [LINK](#), Shirlee [LINK](#)

Demo: inferred that it's Gen X and Boomers, male and female; those who can chuckle at themselves because they are not early adopters but willing to try

## **AT&T**

### **Lily | Internal**

Run Dates: 2014 – present

Personality: Lily embodies the positive experience that customers, with attributes like being "helpful," "knowledgeable" and "friendly."

Links: Professional Women [LINK](#), Family Pricing Gordon [LINK](#), Slam Dunk [LINK](#), Sleeping Baby [LINK](#)

Demo: inferences: broad appeal, male and female, all ages

### **Beck Bennett | Internal**

Run Dates: 2012 – present

Personality: Unfiltered, cute kids responding to why 'two is better than one.'

Direct, funny, impactful juxtaposition of honest little kids and buttoned up market researcher.

Links: More [LINK](#), High Five [LINK](#), Jokes [LINK](#), Werewolf [LINK](#)

Demo: inferences: broad appeal, male and female

MALE

FEMALE

PRE-BOOMERS

BOOMERS

GEN X

GEN Y

INSURANCE BRANDS

ALLSTATE  
MAYHEM

PROGRESSIVE  
INSURANCE BOXES

GEICO  
CAVEMEN

STATE FARM  
CHRIS AND CLIFF PAUL

GEICO  
MAXWELL THE PIG

GEICO  
GUITAR GUYS

ESURANCE  
UNMODERN PEOPLE

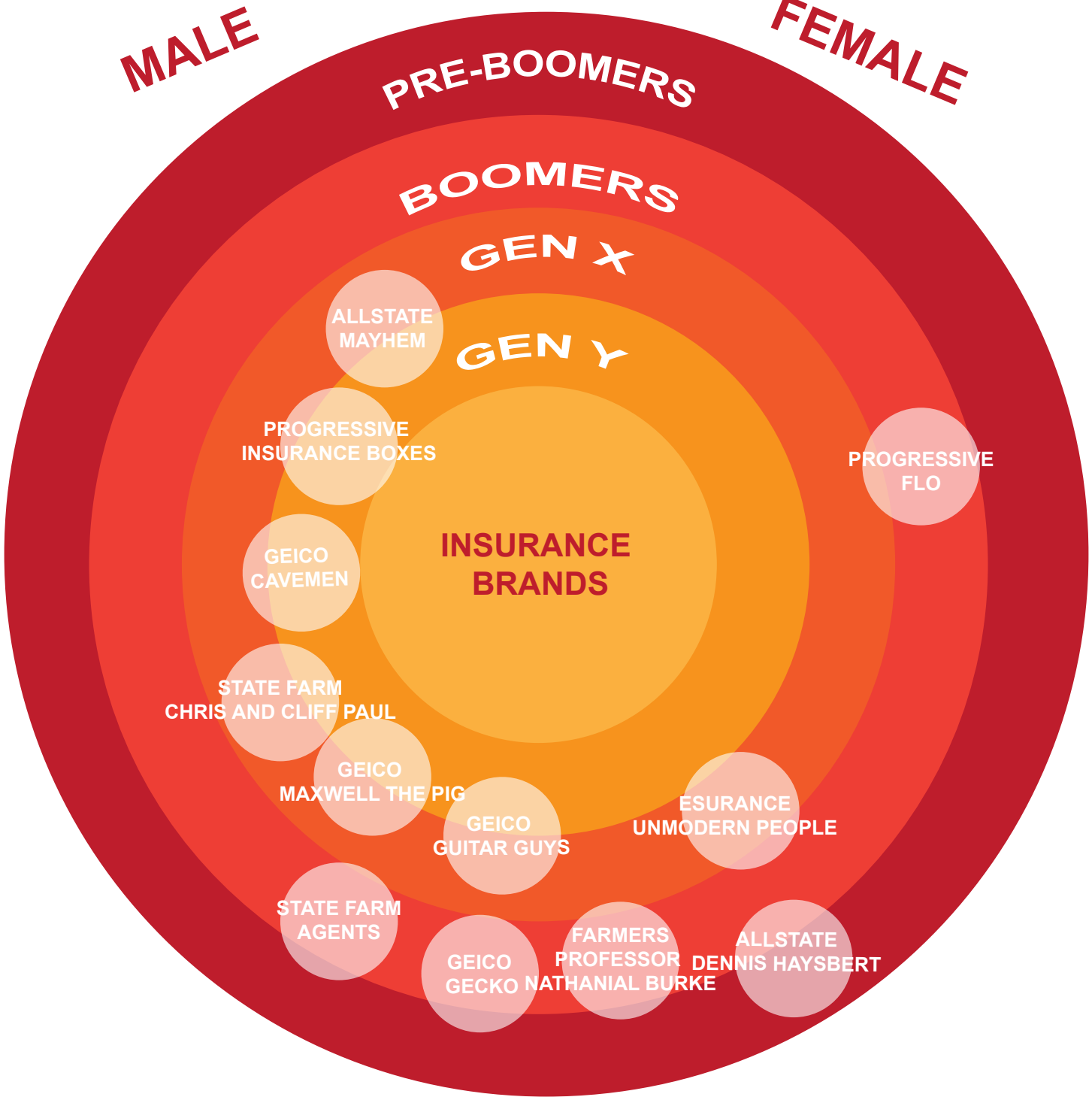
STATE FARM  
AGENTS

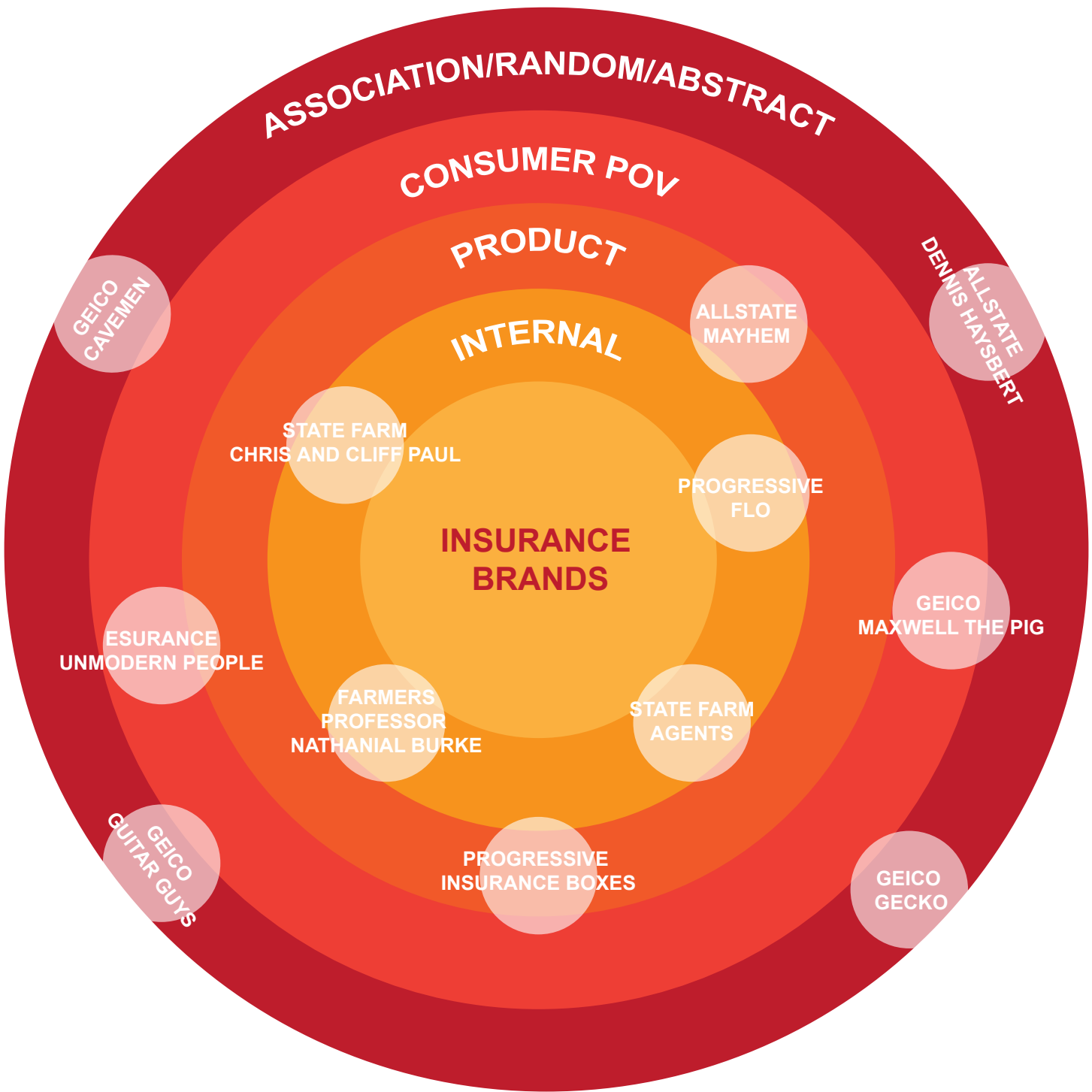
GEICO  
GECKO NATHANIAL BURKE

FARMERS  
PROFESSOR DENNIS HAYSBERT

ALLSTATE

PROGRESSIVE  
FLO





ASSOCIATION/RANDOM/ABSTRACT

CONSUMER POV

PRODUCT

INTERNAL

INSURANCE BRANDS

GEICO CAVEMEN

STATE FARM CHRIS AND CLIFF PAUL

ALLSTATE MAYHEM

DENNIS HAYSBERT  
ALLSTATE HAYSBERT

PROGRESSIVE FLO

ESURANCE UNMODERN PEOPLE

GEICO MAXWELL THE PIG

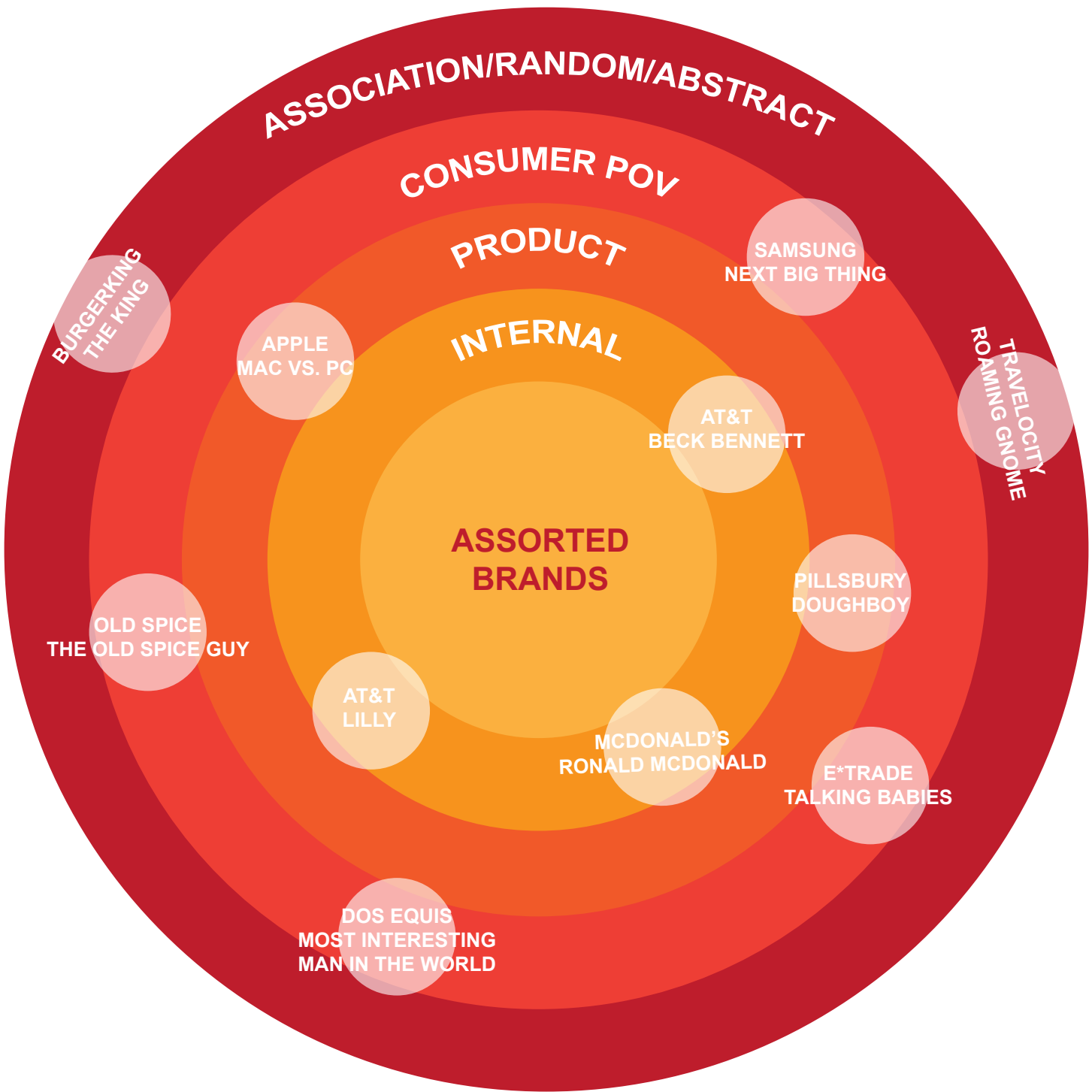
FARMERS PROFESSOR NATHANIAL BURKE

STATE FARM AGENTS

GEICO GUITAR GUYS

PROGRESSIVE INSURANCE BOXES

GEICO GECKO



ASSOCIATION/RANDOM/ABSTRACT

CONSUMER POV

PRODUCT

INTERNAL

ASSORTED BRANDS

BURGERKING  
THE KING

APPLE  
MAC VS. PC

SAMSUNG  
NEXT BIG THING

TRAVELOCITY  
ROAMING GNOME

AT&T  
BECK BENNETT

OLD SPICE  
THE OLD SPICE GUY

PILLSBURY  
DOUGHBOY

AT&T  
LILLY

MCDONALD'S  
RONALD MCDONALD

E\*TRADE  
TALKING BABIES

DOS EQUIS  
MOST INTERESTING  
MAN IN THE WORLD