



**Allstate®**

You're in good hands.

*Mayhem Integrated Campaign*

# INTRODUCTION: *Mayhem Campaign*

- In the US, discount insurers have turned car insurance into a commodity. They've trained consumers to think getting a low price is all that matters. But the truth is, when an insurance company gives you a low price, they usually cut your coverage to do it. Putting you at risk.
- The Allstate brand stands for better protection. Our brief was to turn the competitors' low price positioning against them.
- We created Mayhem. A charismatic bad guy who personifies trouble. He's every reason to have the right insurance. Sometimes he's a texting teenager. Sometimes he's an act of nature. But he's always proof that there's nothing scarier than being too cheap with your car insurance.
- The campaign touches multiple media. But nowhere is it more prolific than in radio, where the nature of the medium has allowed us to create dozens of highly targeted spots based on specific local insights.





# RADIO SPOTS

- Love Bug



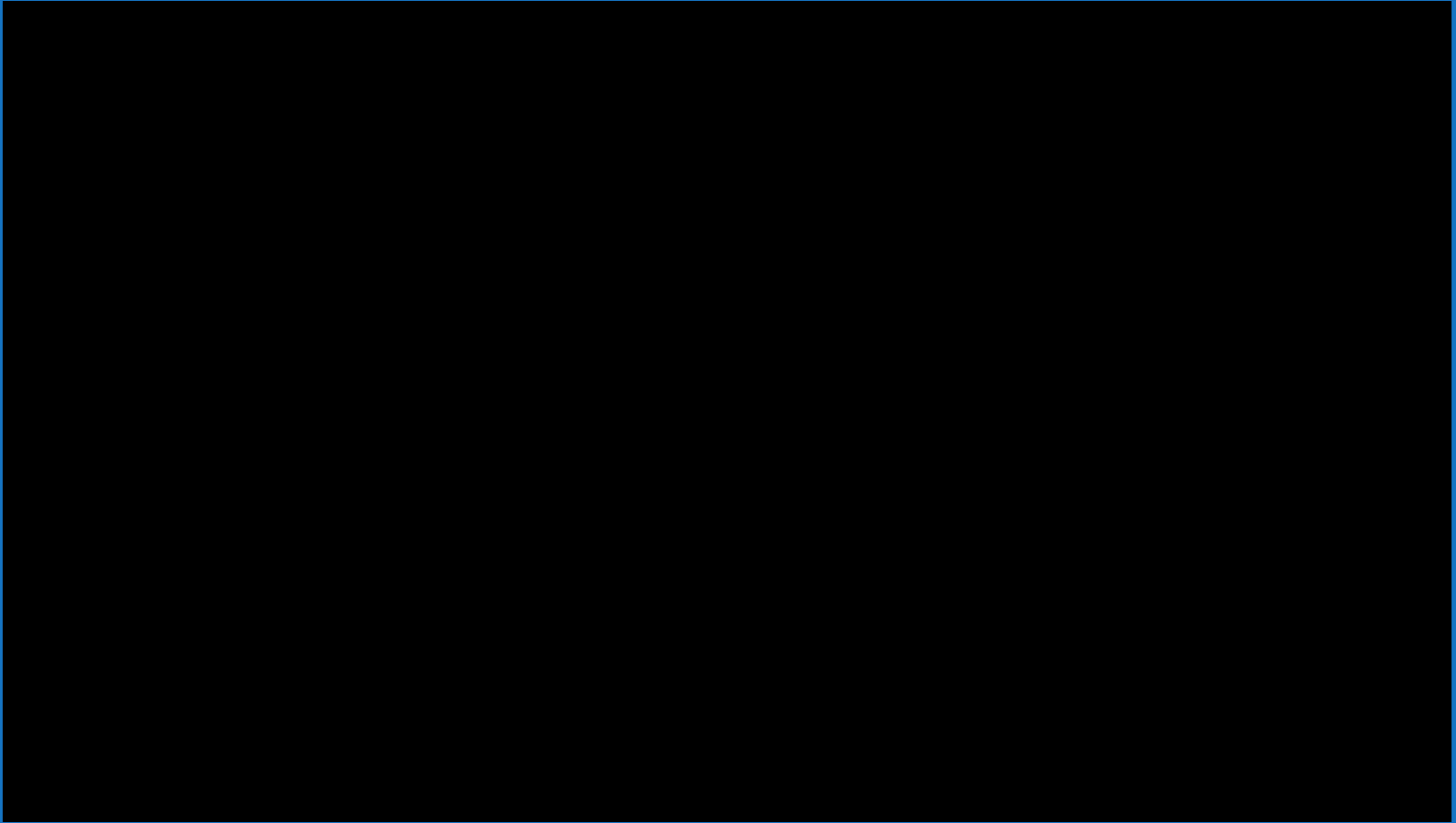
- Flip Flops



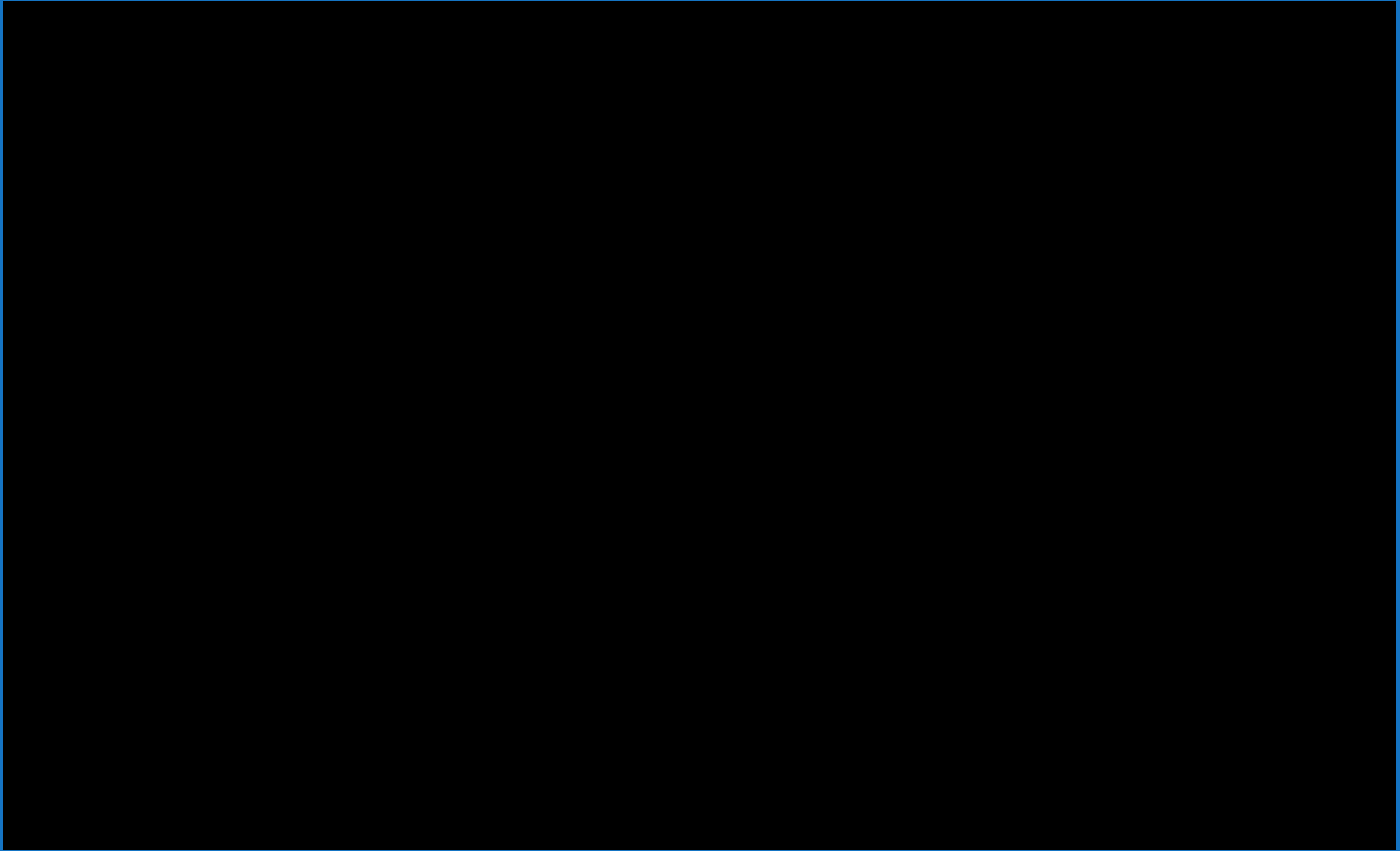
- Pigeon



# TEEN DRIVER: *TV spot*



# GPS: *TV spot*



# TODDLER: *Online Film*



# MAYHEM OUTDOOR BILLBOARD

