

Surprisingly great rates right around the corner.



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Teri DiGrande state Farm Insurance

How Supermarket Advertising Helps a Local Insurance Agent Grow Awareness and Generate Leads in her community.

PROJECT OVERVIEW

Teri's main objective for her marketing plan was to increase brand awareness, build trust within the community, and generate new insurance inquiries for her State Farm office. In addition to her social media presence she was researching advertising programs that could directly target her current and potential local customers which would be more effective in making that local, 'neighbor' connection.

CHALLENGE

As a local insurance agent, standing out in a crowded marketplace can be difficult. Teri was looking for an option that would maximize her ad dollars in reaching local families, homeowners, and business owners while reinforcing her reputation as a trusted local, community resource.

SOLUTION

Teri partnered with us using our supermarket advertising programs to place high-visibility ads throughout her local grocery store.

Teri felt that unlike social media, supermarket ads provide consistent visibility and help build familiarity and trust over time.

By reaching shoppers during their weekly shopping trips, the campaign delivered repeated exposure to thousands of local residents where they shop every week.

For local insurance agents, supermarket advertising offers a powerful way to stay top-of-mind with potential clients, strengthen community connections, and generate qualified leads from the neighborhoods they serve.

Working with Teri, Adcorp created a multi-touchpoint campaign including shopping cart ads and Welcome Center ads which were placed in a local supermarket in Teri's target area.

The advertising message focused on:

- Personalized insurance solutions
- Home, auto, life, and business coverage
- Local expertise, community connection, and responsive service
- Free policy reviews and consultations

Shoppers were exposed to Teri's ad campaign throughout their weekly visits to the supermarket. The program ran for 52 weeks which allowed for significant message engagement and frequency:

- Generated over 1.5 million impressions annually
- Reached approximately 145,000 shoppers on a weekly basis
- Reinforced stronger community presence, familiarity and trust by advertising in a neighborhood-focused environment
- Helped to increase local brand recognition through repeated exposure to shoppers' overtime