

HCMN CASE STUDY: Esurance

Components:

- Panel and mirror cling advertising, column wraps, distribution of branded workout towels and water bottles

Success Measurements:

- Ad recall rate of nearly 90%
- Those indicating they had recently visited the Esurance website doubled from pre to end campaign research surveys; while those indicating they were likely to visit the Esurance website in the next 90 days nearly tripled



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