



HOW A QUICK RESPONSE TO RAPIDLY CHANGING CIRCUMSTANCES
DELIVERED THE RIGHT MESSAGE AT THE RIGHT TIME



COVID-19: TIME TO PIVOT

The COVID-19 pandemic changed everything. By mid-March of 2020, it was clear there was no such thing as business as usual, and Texas Mutual Insurance Company’s advertising campaign featuring profiles of Texas workers was no longer appropriate in the midst of fear, layoffs and shut downs. Texas Mutual was responding quickly to the crisis with leadership, empathy, a fountain of information and much needed funds for local organizations — and that was just the beginning of their response.

OUR ROLES

- Strategic Messaging
- Creative Development
- Ad Design
- Copywriting
- Social Media Management and Promotion

CHALLENGES

Creating advertising during the COVID-19 lockdown presented a number of challenges ranging from proper messaging to the physical safety of the production team. Imagery used in the ads had to be adapted to reflect new realities in the workplace. Previous approaches featuring images that highlighted group

“ Wick understood immediately that not only did our messaging need to change to match the uncertainty of the early days of the pandemic, but also that our advertising was exactly the right vehicle to communicate the solutions Texas Mutual was uniquely qualified to offer a business community in upheaval. ” - Jeremiah Bentley, VP of Marketing and Community Affairs



settings and gatherings had to be replaced with elements that highlighted the need for social distancing. Masks, gloves and other equipment became important elements in any visual representation. There were technical considerations as well, since distancing did not allow photographers and videographers the kind of access to subjects and workplaces that had been typical on earlier projects. One of the major challenges was making sure the ads were in accordance with the latest CDC and government guidelines, which were changing rapidly.

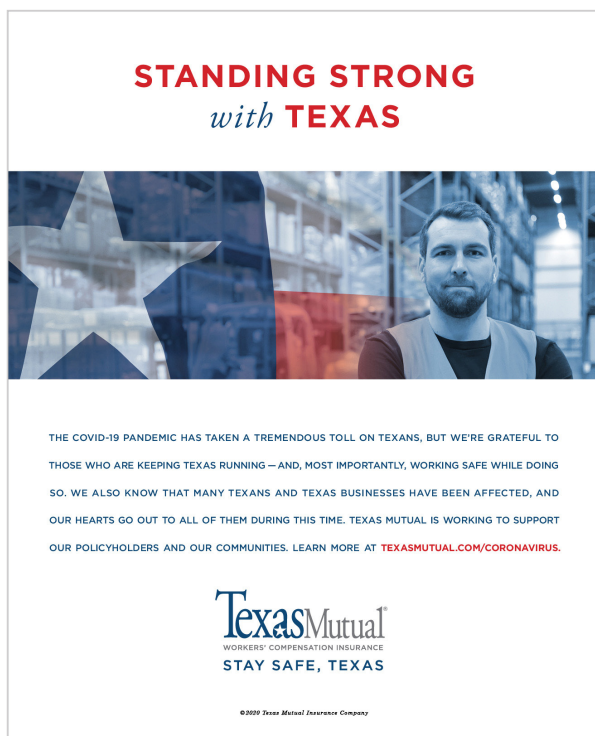
INSIGHTS

The COVID-19 environment dramatically shifted how people responded to brands. Messaging would need to reflect a change in tone that acknowledged the gravity of the situation but still maintained the character and optimism of Texas Mutual's brand. Its ON THE JOB campaign had established Texas Mutual as a caring company in touch with the needs of workers and closely involved with businesses in a

wide range of industries. Texas Mutual was in a unique position to use its financial strength and nimbleness to offer businesses ongoing information about COVID-19 while providing tangible support through a variety of programs.

STRATEGY

The sudden pandemic and unprecedented lock-down caused financial hardship and uncertainty for employers throughout the state. Businesses had a critical need for information and resources, and they needed them immediately. Wick's strategy was to stop pre-pandemic creative that would appear tone-deaf in the current environment, and focus instead on elevating Texas Mutual's position as a business leader and reliable source of information. Most importantly, new messaging needed to show Texas Mutual's concern for its customers and demonstrate the very real, very strong response the company was working diligently to deliver.



Print Ad

STANDING STRONG CAMPAIGN

These ads demonstrated Texas Mutual's compassion and solidarity with its customers in a time of crisis. The message was conveyed in print ads, radio spots, a video presentation and through online promotions.



Web Banner

Dividends help Texans when they need it most.
THAT TIME IS NOW.



Better days are coming. But right now, many Texas businesses are hurting. That's why Texas Mutual is distributing \$330 million in dividends to eligible policyholders two months ahead of schedule. That means 57,000 businesses are receiving funds when they need them most. The COVID-19 crisis will pass, but until then, we'll be on the job helping employers and protecting Texas workers. To learn how early dividends can make a difference, go to texasmutual.com/dividends.



Dividends are based on performance, are not guaranteed and must comply with Texas Department of Insurance regulations. ©2020 Texas Mutual Insurance Company

Print Ad

EARLY DIVIDENDS CAMPAIGN

Ads promoting Texas Mutual's first-ever release of an early dividend portrayed the company as a partner providing financial assistance to businesses when they had been hit hard by the lockdown.



Facebook Post



Web Banner

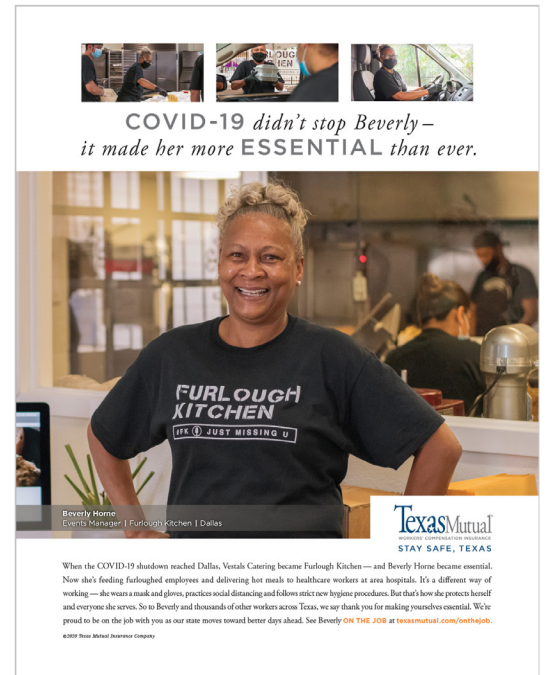
ESSENTIAL WORKER CAMPAIGN



Facebook Post



Web Banner



Print Ad

This group of ads celebrated essential workers by spotlighting policyholder, Vestals Catering, a company which converted its catering operation into a non-profit kitchen that served furloughed workers and first responders. In keeping with the ON THE JOB theme, the ads focused on a single employee, Beverly Horne, to represent essential workers statewide.



PAID MEDIA IMPRESSIONS



SITE SESSIONS FROM PAID MEDIA (GA)



% OF SITE TRAFFIC FROM PAID MEDIA (GA)

	PAID MEDIA IMPRESSIONS	SITE SESSIONS FROM PAID MEDIA (GA)	% OF SITE TRAFFIC FROM PAID MEDIA (GA)
STANDING STRONG	14,122,131	8,045	7.2%
EARLY DIVIDENDS	27,790,725	37,097	22.0%
ESSENTIAL WORKERS	46,589,180	120,225	18.9%

RESULTS

A new messaging strategy that focused on COVID-19 information and the company's swift response became the focus of three back-to-back campaigns that were conceived, executed and deployed within three months. The first campaign was live within a few weeks. All elements of the campaigns were well-received, with a particularly strong showing by the Early Dividends messaging, which resulted in more than 36,000 visits to the landing page. The ads accomplished the stated objectives of showing empathy for businesses dealing with the pandemic, demonstrating Texas Mutual's leadership and support programs, and spotlighting the service of essential workers.



TAKEAWAY

The pivot to an entirely new campaign in a period of crisis demonstrated our team's ability to be agile, thoughtful and creative under pressure. This also applied to Texas Mutual, which provided detailed and up-to-date information on their website, through their newsletters and in a variety of social media. Their definitive action was essential to the campaign messaging; their collaboration with our team was essential to the execution of this successful campaign.