



HOW A RE-IMAGINED DIGITAL STRATEGY BROUGHT NEW ENERGY TO A MULTI-INDUSTRY CAMPAIGN



EVER-EVOLVING MEDIA TECHNOLOGY DELIVERS A DIVERSE AUDIENCE AND DEEP ANALYTICS

Texas Mutual Insurance Company puts qualifying policyholders from select industries into “safety groups” to provide better rates and added services. When the company wanted a more efficient way to reach those audiences, Wick initiated a programmatic advertising strategy that could carry a broader, more effective message to targeted decision makers in 23 specific industries.

OUR ROLES

- Strategic Planning
- Strategic Messaging
- Creative Development
- Ad Design
- Media Planning
- Reporting

CHALLENGE

With media becoming more digital, reaching 23 different industry groups through traditional media became increasingly inefficient and less cost-effective.

“ Wick was able to leverage technology to efficiently reach our audience and then track them through deep levels of engagement on our site. ”

- Greta Gray, Marketing and Communications Manager



INSIGHTS

By creating a single message that could appeal to multiple industry groups, Texas Mutual could reach beyond industry-specific, niche publications and use a programmatic digital marketing strategy to more efficiently target a diverse group of companies.

STRATEGY

Wick developed a messaging strategy focusing on the benefits of being a part of a workers' comp safety group and then partnered with Seattle-based PrograMetrix, a programmatic advertising agency, to create a digital campaign that could reach diverse industries. With A/B creative testing and a sample audience, we evaluated the most effective messages for cross-industry appeal.

MAIN CAMPAIGN



More Than Workers' Comp
Group discounts, dividends and safety resources.

Get Started ▶

TexasMutual
WORKERS' COMPENSATION INSURANCE
WORK SAFE, TEXAS®

Dividends are based on performance and are not guaranteed.

The main campaign used a series of banner ads with a broad but enticing message that could appeal to decision makers in multiple industries.



Safety in Numbers
Earn workers' comp discounts and group dividends.

Get Started ▶

TexasMutual
WORKERS' COMPENSATION INSURANCE
WORK SAFE, TEXAS®

Dividends are based on performance and are not guaranteed.

By alternating headlines and using a relatable image, the banner ads continually reached new targets with various messages about the benefits of workers' comp.

REMARKETING CAMPAIGN

A



Safety Pays

When accidents happen, we've got you covered.

[Learn More ▶](#)

TexasMutual
WORKERS' COMPENSATION INSURANCE
WORK SAFE, TEXAS®

In the remarketing campaign, new imagery and messaging provided additional information to those who had interacted with earlier ads.

B



Still Thinking About Safety?

Stay smart.
Stay safe.
Stay covered.

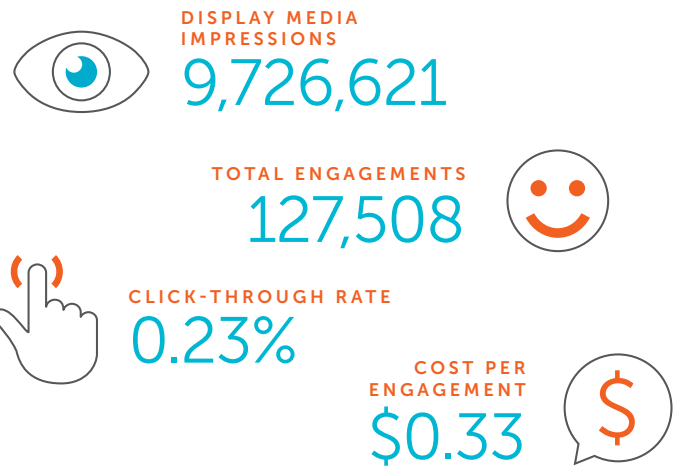
[Learn More ▶](#)

TexasMutual
WORKERS' COMPENSATION INSURANCE
WORK SAFE, TEXAS®

By using different images and messaging, the remarketing campaign remained fresh and broadened its appeal.

RESULTS

The digital approach successfully achieved its goal of reaching a broader range of industries with unified messaging. This proved to be an efficient strategy that allowed Texas Mutual to get more impact from its advertising budget. The initial two-flight campaign yielded 9,726,621 impressions, 127,508 total engagements and a click-through rate of 0.23%. The result was a \$0.33 cost per engagement and an effective outreach strategy that prompted companies to go deeper and wider through the Texas Mutual website.



TAKEAWAYS

Programmatic advertising is an efficient means of expanding outreach opportunities and getting more mileage from every marketing dollar. Additionally, it opened the door to a new way of reaching niche audiences with highly relatable,

broad-based messaging. Lastly, when real-time data showed COVID fatigue was diminishing response rates, the strategy allowed the team to quickly adapt new messaging and re-energize the campaign.