



EMPLOYEES, NOT EMPLOYERS, TAKE CENTER STAGE IN A RESEARCH- INSPIRED CAMPAIGN

As the state's leading provider of workers' compensation insurance, Texas Mutual Insurance Company has a proven commitment to the communities, businesses and working families of Texas. Underpinned by research, not only was the On The Job campaign impactful from a creative standpoint, the employee-focused stories allowed for a more meaningful brand connection with policyholders and the greater community.

OUR ROLES

- Research
- Strategic Messaging
- Campaign Design
- Creative Development
- Graphic Design
- Copywriting
- Photography
- Videography
- Media Planning & Buying

“All of the advertising Wick does for us is grounded in research and strategy. This campaign leveraged new findings that let us showcase what's most important to the majority of our customers and our brand values.”

– JEREMIAH BENTLEY VP of Marketing and Community Affairs

DAVID *can bend* STEEL. *But his*
REAL STRENGTH *is* WORKING SAFE.

David's Story ▶



TexasMutual
WORKERS' COMPENSATION INSURANCE
WORK SAFE, TEXAS®

Digital ads, placed directly and programmatically, showcased working Texans and drove audiences to long-form videos that elevated key brand messages.

CHALLENGES

Texas Mutual has long supported research to inform the stories and messaging direction of its advertising. When new attitudinal research revealed how much its policyholders valued their employees, we knew it was time to shift focus.

We conceptualized this campaign prior to the pandemic, but had to pause it for more relevant messaging once the realities of 2020 took hold. As we began to resume the project, we found campaign stories that had pandemic ties. The additional challenge then became how to safely interview, photograph and film working people on the job – and keep everyone safe.

INSIGHTS

The research showed overwhelming agreement among Texas Mutual policyholders about the value of taking care of employees and the importance of workplace safety, a key tenet of Texas Mutual's differentiating approach to workers' compensation insurance and the heart of their brand. Furthermore, it was important to policyholders to have a reputation for caring about their employees and to be recognized as a great place to work. Lastly, policyholders believed that taking care of employees positively affected the financial performance of their company. We already knew that as the leading provider of workers' compensation insurance in Texas, Texas Mutual was serving more than 75,000 employers across the state. The research showed the importance of the 1.5 million hard-working Texans covered by Texas Mutual, a diverse group of people with interesting jobs as varied as rodeo safety managers and ballet dancers.



COVID-19 *didn't stop* Beverly –
it made her more ESSENTIAL *than ever.*



Beverly Home
Events Manager | Furlough Kitchen | Dallas

TexasMutual
WORKERS' COMPENSATION INSURANCE
STAY SAFE, TEXAS

When the COVID-19 shutdown reached Dallas, Vestals Catering became Furlough Kitchen — and Beverly Home became essential. Now she's feeding furloughed employees and delivering hot meals to healthcare workers at area hospitals. It's a different way of working — she wears a mask and gloves, practices social distancing and follows strict new hygiene procedures. But that's how she protects herself and everyone she serves. So to Beverly and thousands of other workers across Texas, we say thank you for making yourselves essential. We're proud to be on the job with you as our state moves toward better days ahead. See Beverly [ON THE JOB](#) at [texasmutual.com/onthjob](#).

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You were
THERE FOR TEXAS.
We're
HERE FOR YOU.

Learn More ▶

TexasMutual
WORKERS' COMPENSATION INSURANCE
STAY SAFE, TEXAS

The campaign shifted during the pandemic to highlight employees and companies addressing new needs, as well as Texas Mutual's early dividend release to support policyholders.



*If they gave blue ribbons for SAFETY,
Russ would take **BEST IN SHOW.***



Russ Grunewald
Chairman, Safety Committee | Fort Worth Stock Show & Rodeo



For a quarter century, safety specialist Russ Grunewald has walked the aisles of the Fort Worth Stock Show & Rodeo, inspecting the grounds and preventing accidents. He cares about keeping people safe — and so do we. That's why we're proud to be on the job with Russ and 1.5 million other Texans every day of the year. Texas Mutual is changing the way workers' comp works for you. See Russ **ON THE JOB** at texasmutual.com/onthethejob.

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STRATEGY

After years of focusing Texas Mutual's advertising messaging and visuals on workers' compensation decision-makers, this new research led to a robust storytelling campaign showcasing the people Texas Mutual's safety-focused insurance was protecting. And video was the richest way to give these stories the most depth, interest and authenticity, while also opening up new media distribution channels. We called the campaign On The Job.

- ◀ *There continues to be a role for print advertising, when used strategically to target specific audiences. Texas-based business publications were the right environment for this message.*
- ▼ *The On The Job campaign showcased Texas workers across a range of jobs and industries.*





*They're ON THE
JOB for you.
We're on the job
WITH THEM.*

As an employer, you know the value of great workers. They're the people who power your business, and in cities and towns across the state, they're on the job driving our economy and keeping Texas strong. They mean a lot to you — and to us. We're Texas Mutual, and the faces you see here are just a few of the 1.5 million hardworking Texans we're proud to be on the job with — and even prouder to get home safe to their families. To see their stories and learn more about our safety-focused workers' comp, go to texasmutual.com/onthejob.



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RESULTS

Over a two-year period, the campaign drove more than 200,000 visits to the On The Job stories from millions of online impressions, in addition to offline media that included radio, TV and print advertising placements. The stories continue to live on Texas Mutual's website. The images and stories from the campaign appear regularly in other internal and external communications from the company, because the focus on people is so central to Texas Mutual's brand and values.

Follow-up attitudinal research has shown that prioritizing worker health and safety continues to be important to Texas Mutual policyholders, reinforcing alignment between the brand and its best customers.



TAKEAWAYS

Wick Principle #3 is "we let strategy drive creative." But before that can happen, research needs to drive the strategy. Texas Mutual has always invested in the learnings and insights that come from proprietary research. All that gives both the client and the agency confidence that the message, when well-crafted like this one was, will ring true with the intended audience.

Our final ads in the series featured multiple employees at once, reinforcing Texas Mutual's expertise across industries and geographies.

THE WORK

This new campaign allowed us to showcase interesting jobs across a broad spectrum of industries and regions throughout Texas, demonstrating Texas Mutual's workers' comp expertise in all lines of work. Over the course of two-plus years, we featured 12 different employees in as many different industries.

With video at the heart of each story, we built an advertising campaign that included digital and programmatic ads, social media, public TV, radio and traditional print advertising. All placements directed the audience to a landing page on Texas Mutual's website, where our long-form video stories lived. Each new featured story replaced its predecessor with the earlier content moving into a library of On the Job profiles on Texas Mutual's site.

During the pandemic, we worked with an extremely lean production team, doing as much "pre-interviewing" as possible. COVID testing for the onsite crew and featured workers ensured everyone stayed safe and healthy.