



Brand Awareness and Differentiation



When deregulation opened its market to industry giants such as Geico and Progressive, established New England insurance player Plymouth Rock Assurance decided to leverage public relations to heighten its brand awareness and differentiate itself from competitors. The company also realized that strategic and creative social media programs would be the fastest and most effective way to foster a sense of community and strengthen engagement with key constituents such as independent agents, customers and business and trade journalists.

Version 2.0 worked with Plymouth Rock's marketing team and executives to develop compelling positioning statements that would resonate with specific audiences and create messages that reflected the company's strengths and long history in the New England region. Plymouth Rock had a legacy of launching innovative programs that were built on the company's foundation of unmatched customer service and Version 2.0 repackaged these programs specifically for social media audiences.

After working to develop a strategic program targeted at traditional media, the Version 2.0 team created a series of social media initiatives that, when aligned with the company's business objectives, would ensure maximum visibility and impact, quickly. Additionally, Version 2.0 created and delivered a series of social media seminars to Plymouth Rock agents, designed to help them leverage online tools that would assist with customer education and retention.

The results have validated the strategy and the approach. Plymouth Rock has become more than an auto insurance company. The company is a content generator and provider of a wealth of knowledge including relevant news and tips to consumers. Plymouth Rock's Facebook audience and followers on Twitter have grown a combined 300 percent since the programs were initiated. Finally, Plymouth Rock's blog has become a valuable channel to repurpose Plymouth Rock-generated content that is read by independent insurance agents, customers and prospects.

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