

STAMPING OUT HIGH PRICES

When targeting Seattle's car owners, Liberty Mutual used its brand proposition to prove that little things can have a big impact.

In the world of car insurance, people often pay for coverage they don't use. When Liberty Mutual repositioned its customized insurance with the line, "Only pay for what you need," they wanted a powerful, unexpected way to communicate this to drivers.

So, the company translated its message into a tangible expression of value and put it right in the hands of exasperated car owners. To increase the impact, they targeted one of the most expensive places in the U.S. to own a car in 2019 – Seattle, Washington.

Competing with GEICO's caveman and Farmers' swimming mer-mutts, how did they draw attention to themselves? By creating the world's most cost-efficient piece of direct mail. The envelope was barely bigger than a stamp and the mailer's near-microscopic headline read, "We only paid for what we need, and you can too with customized car insurance." Addressed by hand, hundreds were mailed directly to consumers who could use a better deal. The tiny message directed car owners to LibertyMutual.com for their customized quote.

Direct mail allowed the brand a flexible space to show off its personality – and shake off its image as a traditional, premium insurance provider. Liberty Mutual had the opportunity to associate with affordability and make people laugh. While the envelope, card and message might have been small, the mailer had a big effect on Seattle drivers. When measuring success, it's often the little things that make all the difference.



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