

STAND OUT

HOW TO ATTRACT THE
MODERN INSURANCE CONSUMER



**PROTECTING YOU
IS HOW WE ROLL**



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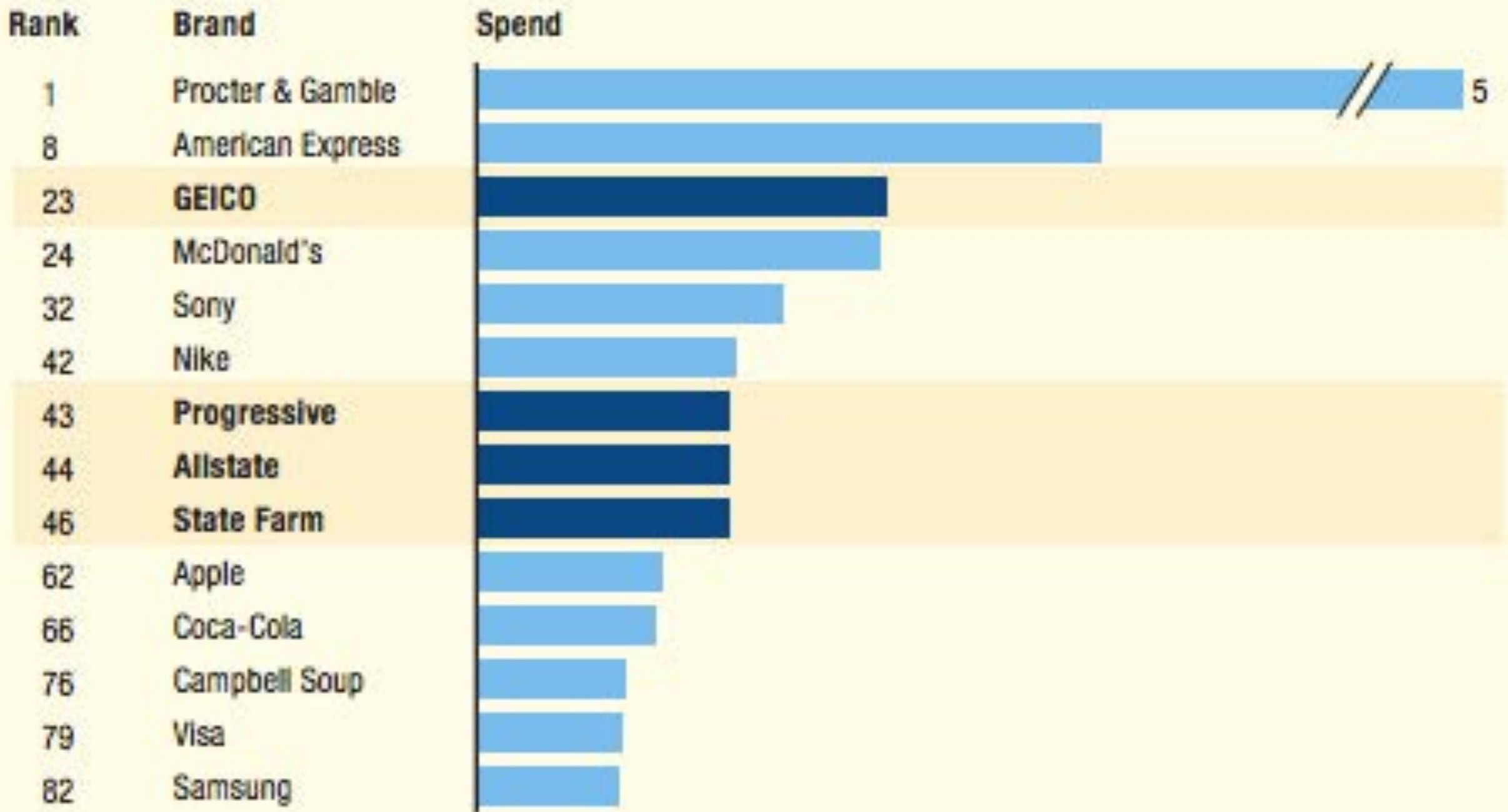
Exhibit 2

GEICO spends more on advertising than McDonald's, Nike or Coca-Cola

2011 ranking based on U.S. advertising spend, selected brands from top 100

\$ billions

 P&C insurance carrier



Source: AdAge





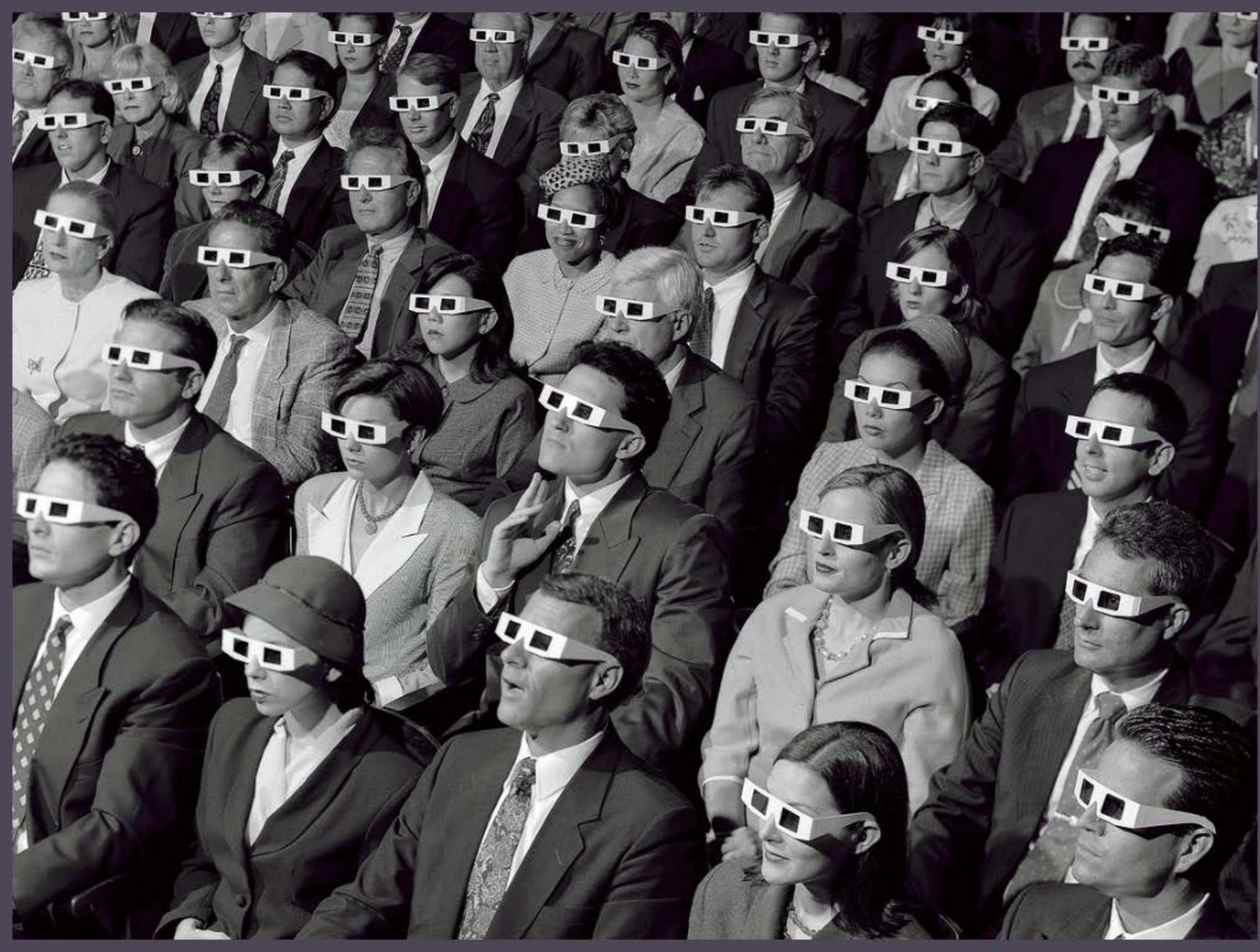


Trusted
Choice

MARTY













ZERO MOMENT OF TRUTH









THE CONNECTED GENERATION

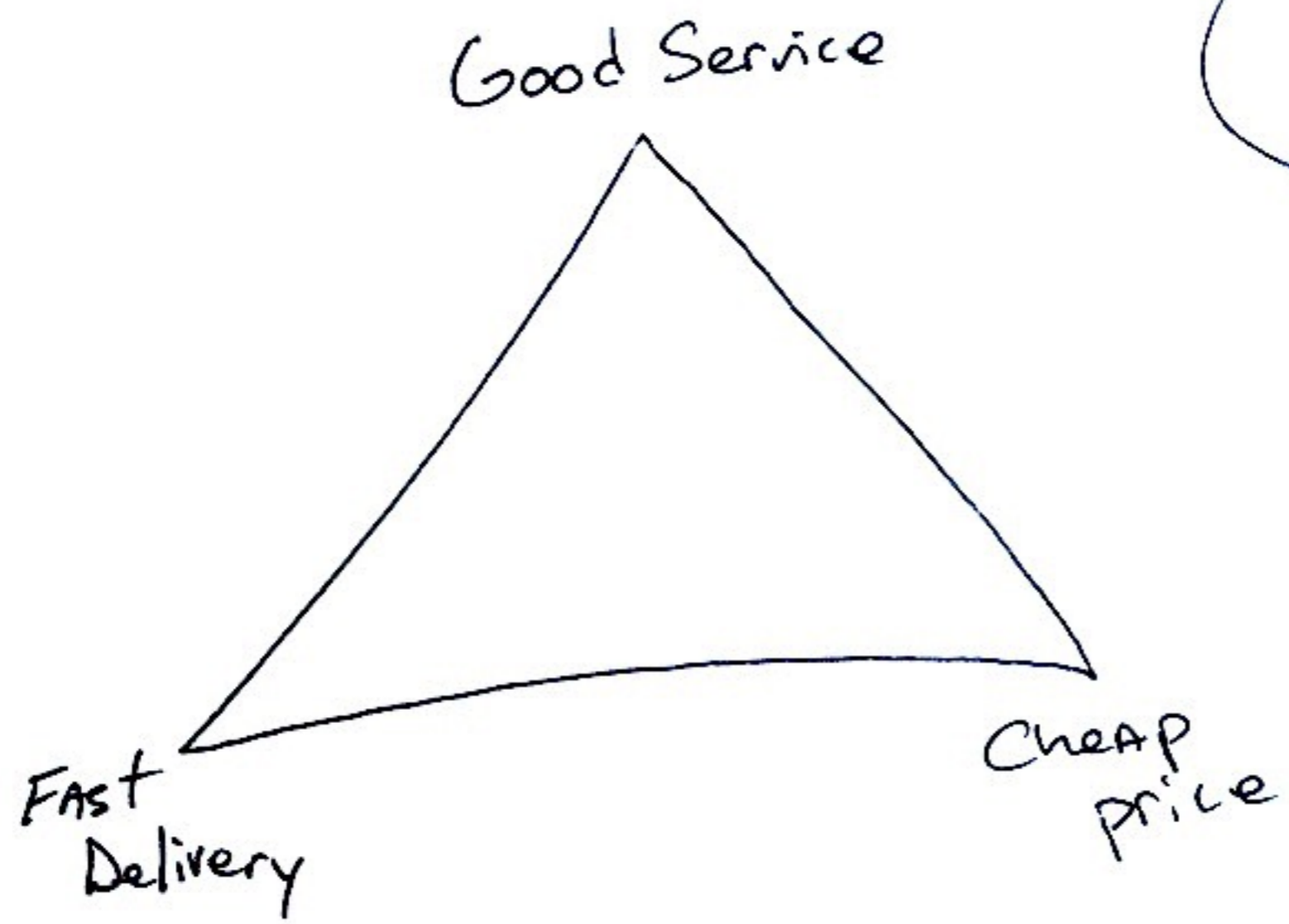
- Communicates
- Builds Relationships
- Makes Buying Decisions

**Attention without trust
has no value.**





Customer Expectations



Experience



HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Telling Your Story Online





THE HUMAN SIDE OF YOUR STORY





Google

Google Search

I'm Feeling Lucky

Edit info

Enhancements

Annotations



Hail Damage Covered by Auto Insurance

MurrayGroupInsurance

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Published on May 17, 2012 by [MurrayGroupInsurance](#)

<http://www.MurrayGRP.com/> - I was recently caught in a hail storm while driving in Albany and it made me think about how the comp coverage on my auto insurance policy covers my car for any damage from hail.

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0:21 / 1:32



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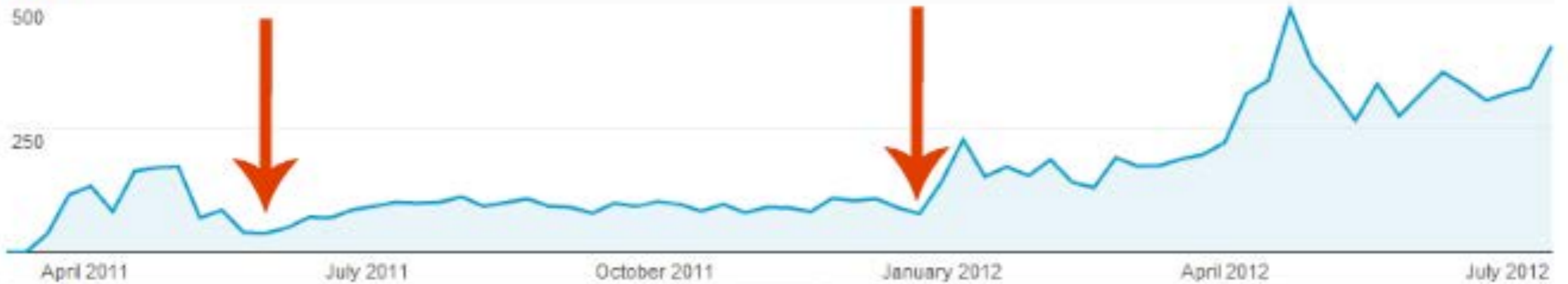
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Overview

Baseline Traffic

Hourly | Day | **Week** | Month

● Visits



Traffic Sources Overview

Mar 7, 2011 - Jul 21, 2012

Advanced Segments | Email | Export | Add to Dashboard

% of visits: 100.00%

Overview

SEO Traffic





Worn
Calipers
and the
Words
We Use







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I AM RYAN HANLEY

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 - www.AgencyNation.com
- Author
 - Content Warfare: How to find your audience, tell your story and win the battle for attention online.
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