



MEDIA TRENDS & HOME FIELD ADVANTAGE

November 17, 2021

WHERE CREATIVE, MEDIA, AND
DATA WORK TOGETHER.





- ▶ **Introduction to BCM**
 - **Intro**
 - **'20 Program Recap**

- ▶ **Marketing Trends**

- ▶ **Home Field Advantage**

- ▶ **Q&A**



WHO IS BCM?





GETTING TO KNOW BCM

WHO IS BEEBY CLARK+MEYLER (BCM?)



WHO IS BCM?

An **independently owned** and operated advertising agency that provides **performance-driven marketing** solutions.



WHY DOES OUR AGENCY EXIST?

BCM was founded upon the observation that marketing was not sufficiently **accountable to business growth goals**.



WHAT DOES OUR AGENCY DO?

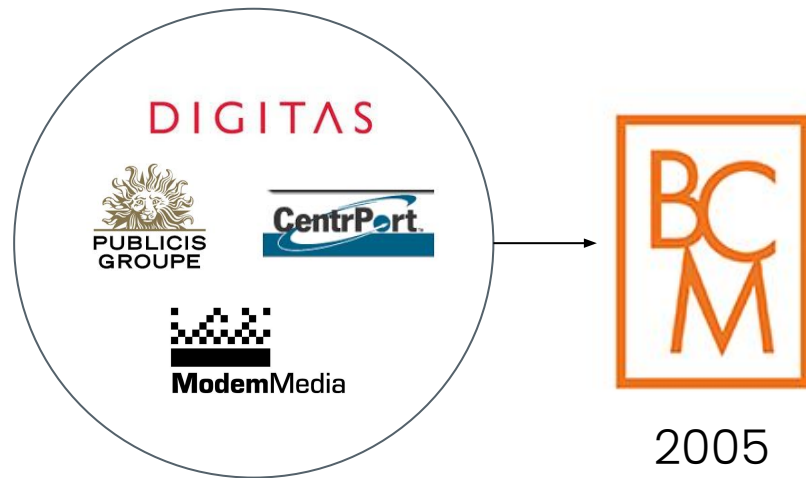
We combine **creativity** with **today's most relevant data-driven technologies** to consistently generate more brand awareness, more engagement and more sales.



GETTING TO KNOW BCM

HISTORY OF INNOVATION, LEADERSHIP

Heritage of Digital First



15-Years of Leadership and Recognition





GETTING TO KNOW BCM

FOCUSED HIGH-TOUCH SERVICE

We focus our integrated service offerings in 3 key areas of modern marketing & advertising

SEARCH MARKETING



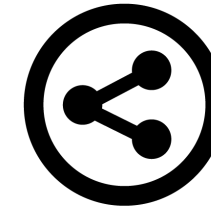
- PPC
- SEO
- ASO
- Amazon
- Sponsored Products
- Sponsored Brands
- Paid Inclusion
- Shopping
- Hotels

DIGITAL MEDIA



- Programmatic
- Display
- Video
- OTT
- TV
- Creative/Content
- Sponsorships & Partnerships

SOCIAL MEDIA



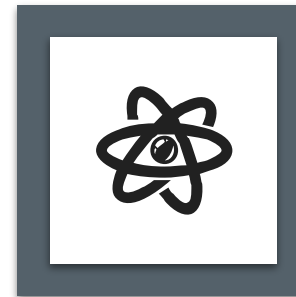
- Paid Social
- Facebook
- Instagram
- TikTok
- Twitter
- Pinterest
- LinkedIn
- Snapchat



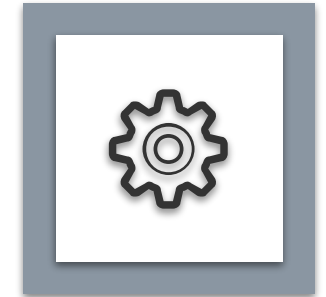
DATA



PEOPLE



TECHNOLOGY



PROCESS



2020 RECAP



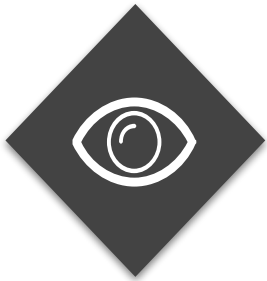


WHAT WE SET OUT TO ACCOMPLISH

BCM executed a measurement-focused, performance-led media plan designed to improve brand awareness and drive traffic to the Trusted Choice website.

1

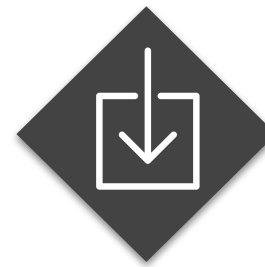
BUILD AWARENESS



Increase awareness of Trusted Choice & the benefits of Independent Insurance agents through high reach media vehicles.

2

DRIVE TRAFFIC



Drive qualified traffic to TrustedChoice.com through channels like Facebook & Instagram for additional lead capture.



2020 RECAP

A 10,000 FOOT VIEW

A cross-channel plan designed to drive brand awareness and lead generation.

GENERATE AWARENESS & CONSIDERATION

DRIVE LEADS



CHANNELS

Custom TV Program
& Commercials

Streaming Video

Digital Video

Social Media

Paid Search*



PROVIDERS



*Paid Search media managed by TrustedChoice.com



PLAN FLEXIBILITY ALLOWED FOR PANDEMIC PIVOT

A mix of linear and digital touchpoints allowed us to effectively pivot our approach, targeting, spend, and messaging based on brand needs and changing consumer habits due to pandemic.



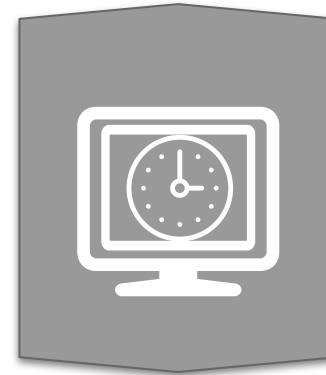
ADVERTISER TONE CHANGED

Pivoted messaging to focus on "Trusted Choice can do your insurance so you can focus on other things."



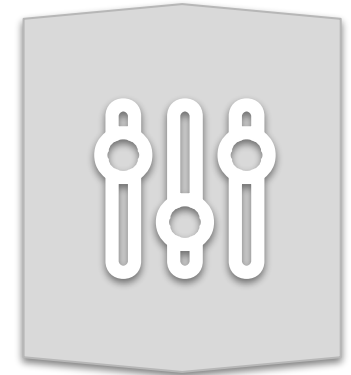
CONSUMER CONCERNS SHIFTED

New creative and custom article and video content reflected new working/living situations.



ONLINE HABITS INCREASED

Digital video & online media intake increased, which drove more efficient media delivery.



DIGITAL FLUIDITY ENABLED FLEXIBILITY

Heavy digital investment permitted fluid budgets & targeting adjustments from SBO to Consumer.



MEDIA SELECTIONS WERE AUDIENCE-LED

The media plan was developed based on audience specific consumption habits. Creative featured audience relevant imagery, insurance products

In-Market Shoppers

Those with a HHI of 150K+ who are looking to switch insurance providers (either auto or property) within in the next 12 months



Small Business Owner

Own a small business with annual revenue of \$100K+



Established Families/Gen X

Age 30-55, 1-3 children under 18, HHI of \$100K+



Facebook/Instagram



Hulu



YouTube



CNBC





2020 RECAP

CREATIVE FEATURED HIGHLY RELEVANT TOPICS

New highly-relatable creative demonstrated how many aspects of daily life and business need to be insured, and focused on how a Trusted Choice Independent agent can help you through the process.

Trusted Choice
LIFE INSURANCE

TRUSTEDCHOICE.COM
Find a Local Agent
TrustedChoice.com

Trusted Choice
CYBER LIABILITY INSURANCE

TRUSTEDCHOICE.COM
Find a Local Agent
trustedchoice.com

LEARN MORE

CNBC
MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

END POST FOR TRUSTED CHOICE

Business risks to avoid with an increasingly remote workforce

Trusted Choice: Business risks to avoid with an increasingly remote workforce

FARNOOSH TORABI
PERSONAL FINANCE EXPERT

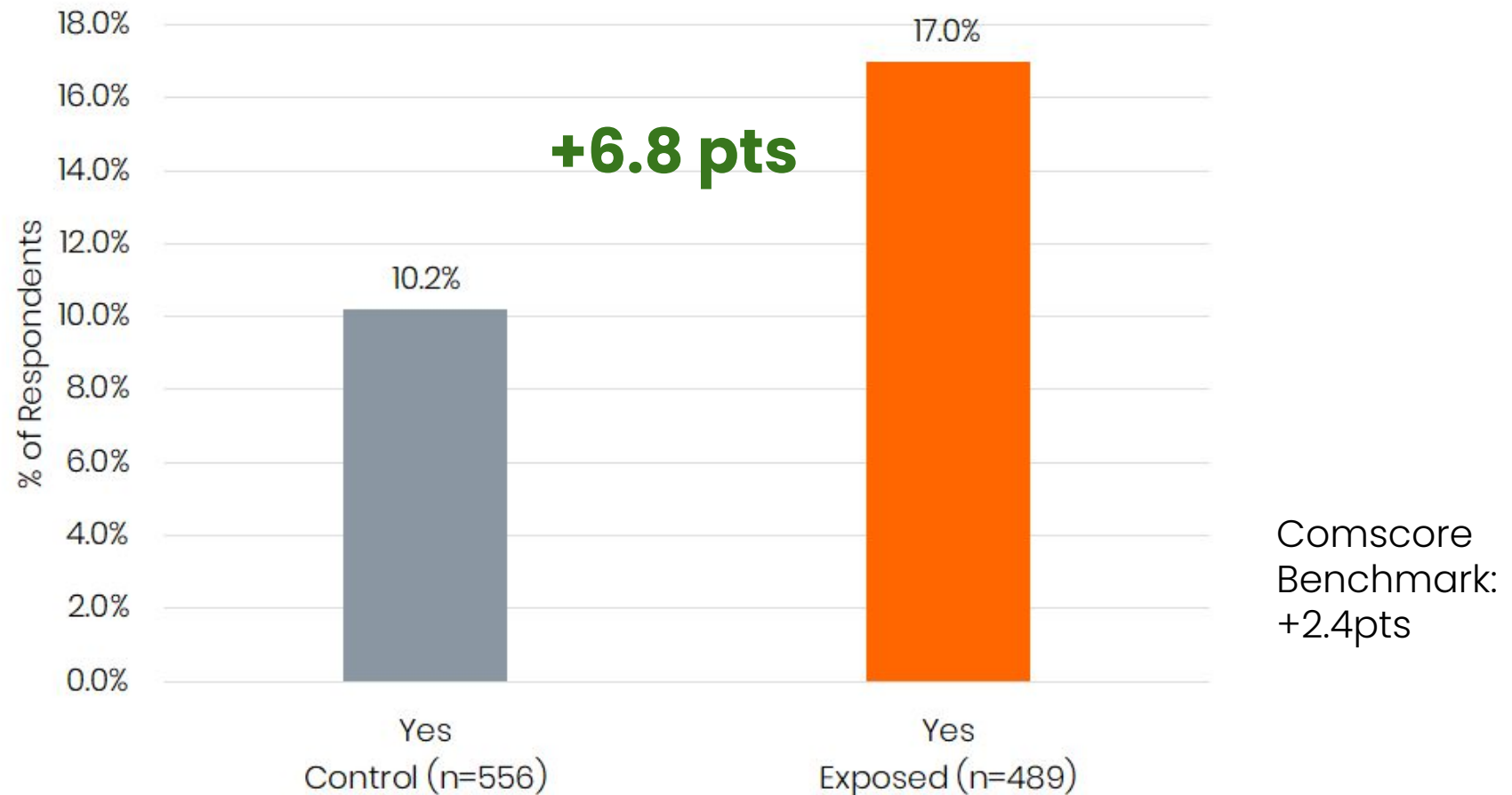
SHARE



ACHIEVED PRIMARY GOAL OF INCREASED AWARENESS

The cross-channel campaign showed an overall lift of 6.8pts among exposed respondents

Q: *Have you ever heard of Trusted Choice independent insurance agents?*

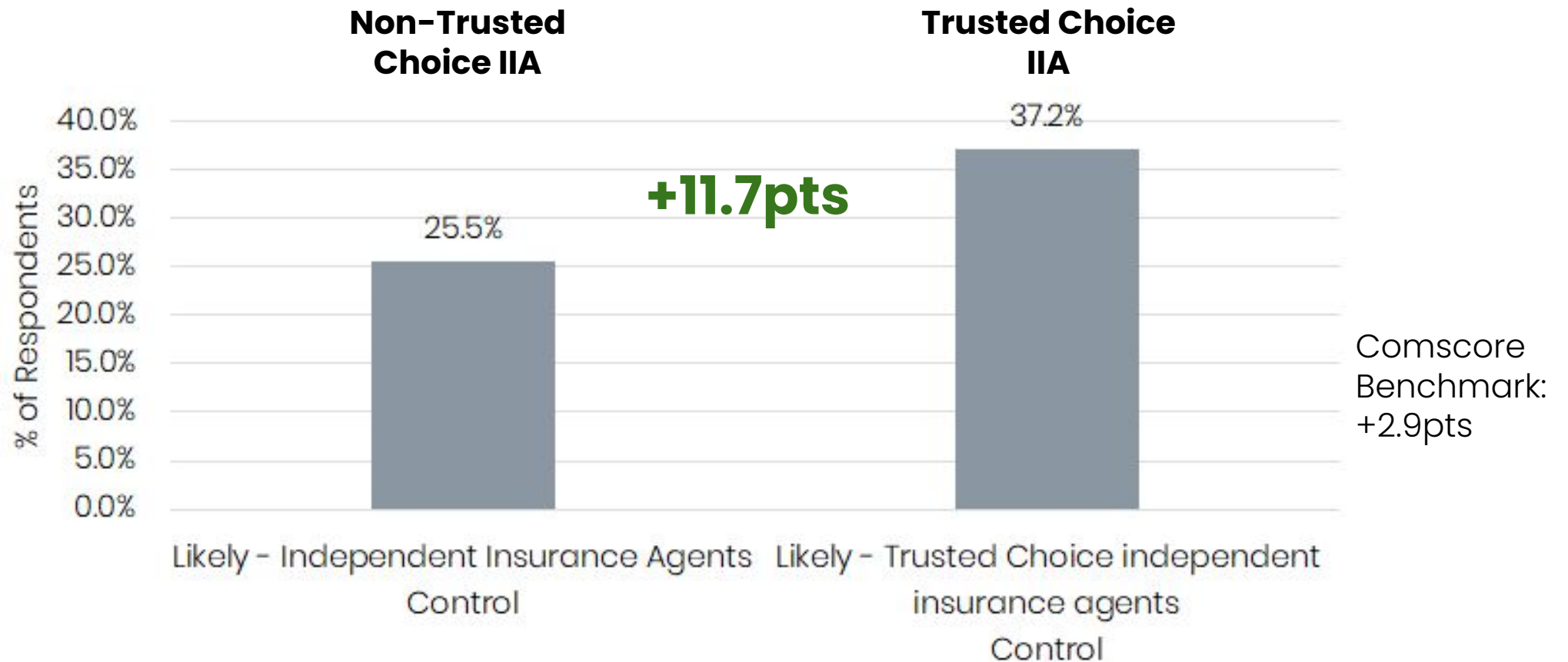


Note: All data referenced above achieved a 90% statistical significance level.



TRUSTED CHOICE NAME ADDS VALUE

Q: How likely are you to recommend the following types of insurance agents?



Note: All data referenced above achieved a 90% statistical significance level.



2020 RECAP

KEY TAKEAWAYS



PRIMARY GOAL WAS ACHIEVED

Primary goal of increased awareness was achieved, with majority of respondents sourced to digital exposure.



TRUSTED CHOICE NAME ADDS VALUE

Respondents were more likely to recommend a Trusted Choice IIA than they would a non-TC IIA.



AN INSIGHTS DRIVEN APPROACH WAS EFFECTIVE

Audience-led approach through media consumption habits, and timely insurance related messaging.

MEDIA TRENDS





TWO KEY TRENDS IMPACTING MARKETERS

1 GROWTH OF CTV



Connected TV (CTV) and over-the-top (OTT) has taken over the linear TV experience.

2 CREATING RELEVANCY



Consumers are exposed to 4k-10k ad messages per day. Incorporating personal values and behaviors into the ad messaging helps breakthrough the noise.

WHAT IS CTV & OTT MEDIA?

CTV (Connected TV)



Connected TV represents a subset of OTT, specifically smart TVs with the capability of connect to the internet. These “connected TVs” are the conduits of OTT. CTV Devices include Smart TVs, Roku, Apple TV, Fire TV, and gaming consoles with internet connectivity like Xbox or PlayStation.

OTT (Over The Top)



OTT is any video content that is streamed by users directly from the internet versus passing through cable, broadcast or satellite television providers. Streaming can occur on PCs and mobile devices in addition to TVs. Streaming platforms include services like Hulu, TubiTV, Prime Video, Sling TV, ATTNOW, Philo, Peacock, and many more.



WHY IS CTV/OTT IMPORTANT?

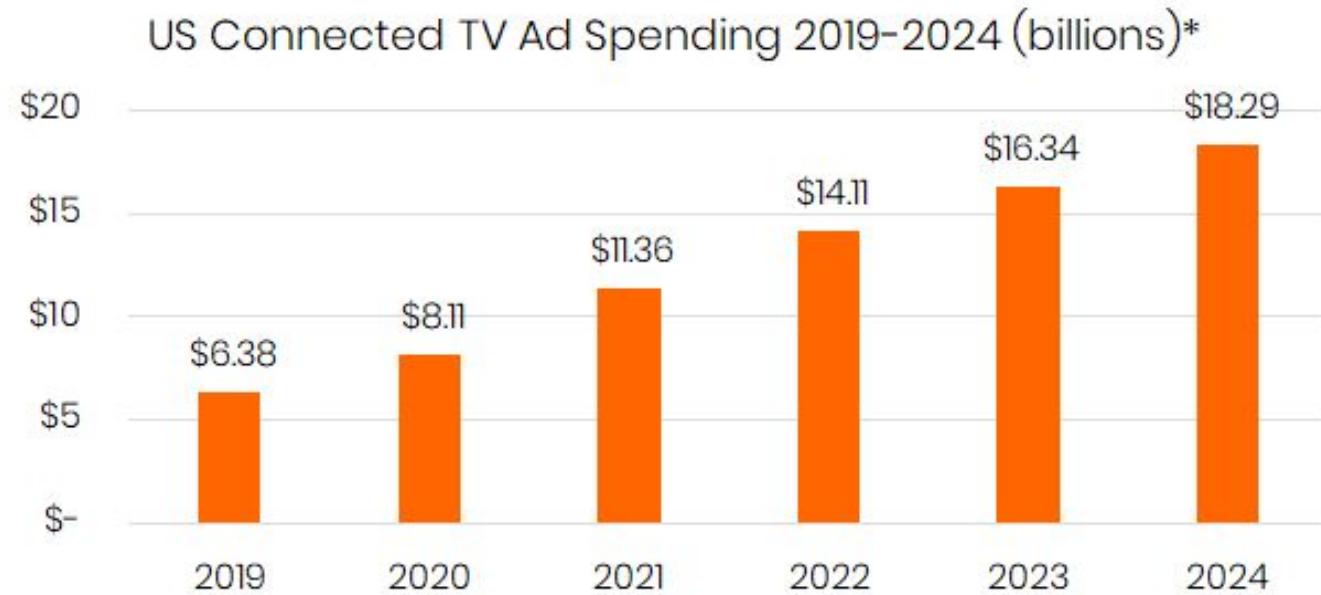
Connected TV (CTV) and over-the-top (OTT) has taken over the linear TV experience, as we've moved past video-on-demand (VOD) to everyday programming, movies, live streams, and more.

Streaming video is now America's preferred way of consuming their TV content.

Streaming US Households: 84MM*

US Cable Subscription Households: 78MM*

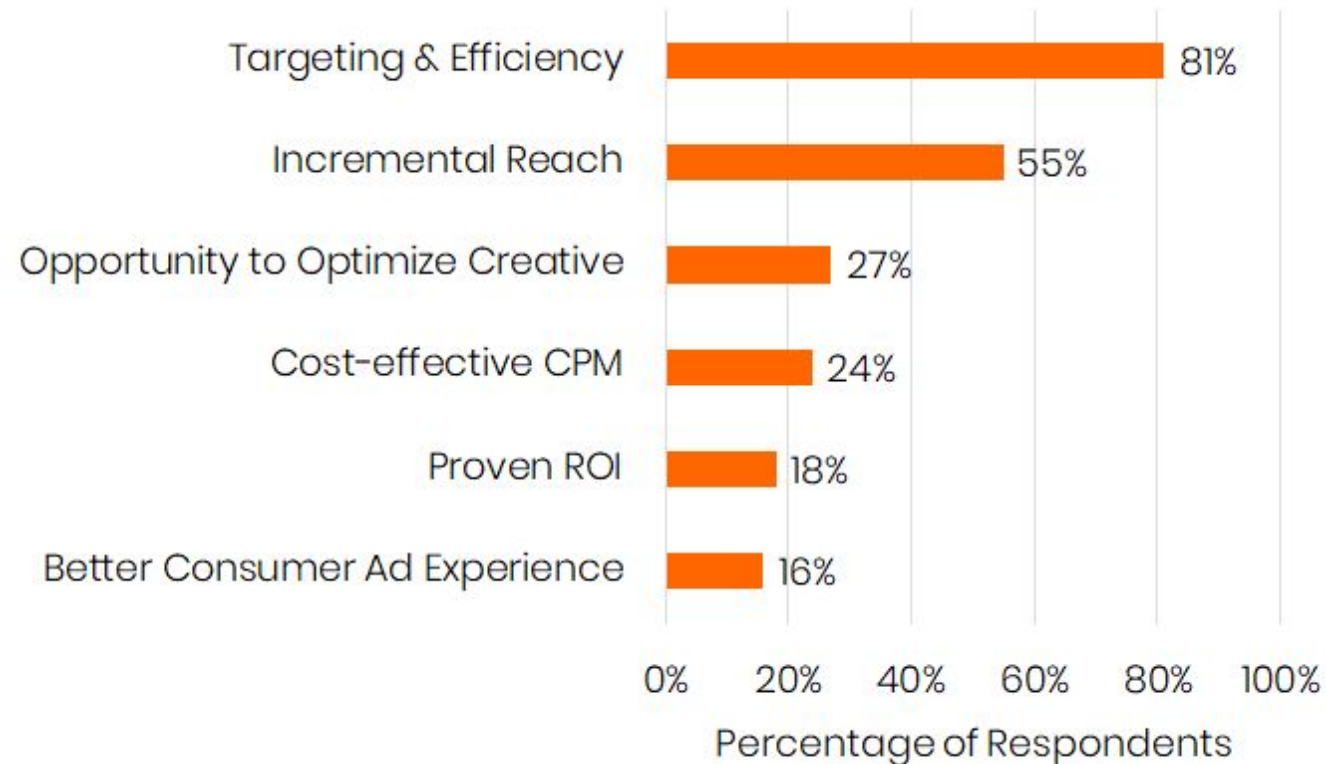
This is expected to grow, as 27% of US Cable subscribers intend to cut the cord in 2021, up from 15% in 2020.*





LINEAR BUDGET IS SHIFTING TO OTT/CTV

Reasons US Agencies and Brand Marketers are Shifting Linear TV Budget to OTT/Connected TV (CTV) in 2021



RELEVANCY IS THE COIN OF THE REALM

Modern advertising is built on relevancy. Google paved the way, and created the 3rd most valuable company in the US in turn by providing highly relevant ads in response to search queries.



GOOGLE MARKET CAP GROWTH



RELEVANCY IS NECESSARY

Today's modern consumer is adept at tuning out messages and they have developed advanced filters to only notice things, including ads, that are relevant. Irrelevant ads are simply ignored.





CREATING RELEVANCY THROUGH DATA

It starts with a deep understanding of our target consumer, their hopes, dreams, wants, needs, and behaviors. These insights help us craft the most relevant creative approach and media placements.

BEHAVIORS & INTERESTS

DEMOGRAPHIC HIGHLIGHTS
% COMPOSITION for highest indexing

- 61%** are Male
- 24%** are 45-54 Years of Age
- 100%** with Household Income of \$150K+
- 36%** with Post-grad Degree
- 72%** are Married
- 50%** have Children Under Age 18



Over The Top Devices
BY INDEX with minimum composition: 3%

- 121** Apple TV
- 101** Amazon Fire TV Stick
- 93** Other
- 84** Google Chromecast

Top Social Media Networks
BY INDEX with minimum composition: 10%

- 190** LinkedIn
- 164** Reddit
- 118** Twitter
- 114** Snapchat



EXTENDING RELEVANCY WITH MLB IN 2021



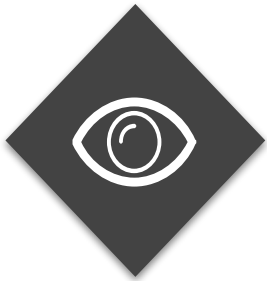


PROGRAM GOALS/OBJECTIVES

We developed a media approach recommendation designed to exceed the goals and objectives as outlined in the brief.

1

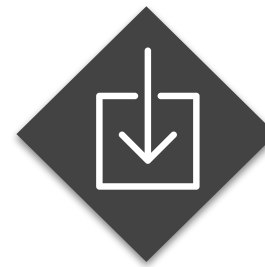
BUILD AWARENESS



Provide a plan and metrics to assess if the campaign is increasing awareness of the Trusted Choice Brand.

2

DRIVE TRAFFIC



Drive qualified traffic to TrustedChoice.com through channels for additional lead submissions.



MEDIA BRIEF REQUIREMENTS

The media brief consisted of 5 key requirements of which informed the considered partner set.

- 1.** Media Production
- 2.** Reach Against Target Audience
- 3.** Custom Partnership Elements
- 4.** Linear + Digital Channel Mix
- 5.** Brand Lift Study Eligibility





MEDIA PARTNER CONSIDERATION SET

Trusted Choice partnerships were considered with a dozen different networks and publishers, and have been condensed to a final grouping of CNBC/NBCU, Fox News/Business, and MLB Network.

Initial Consideration Set



Media Plan Finalists

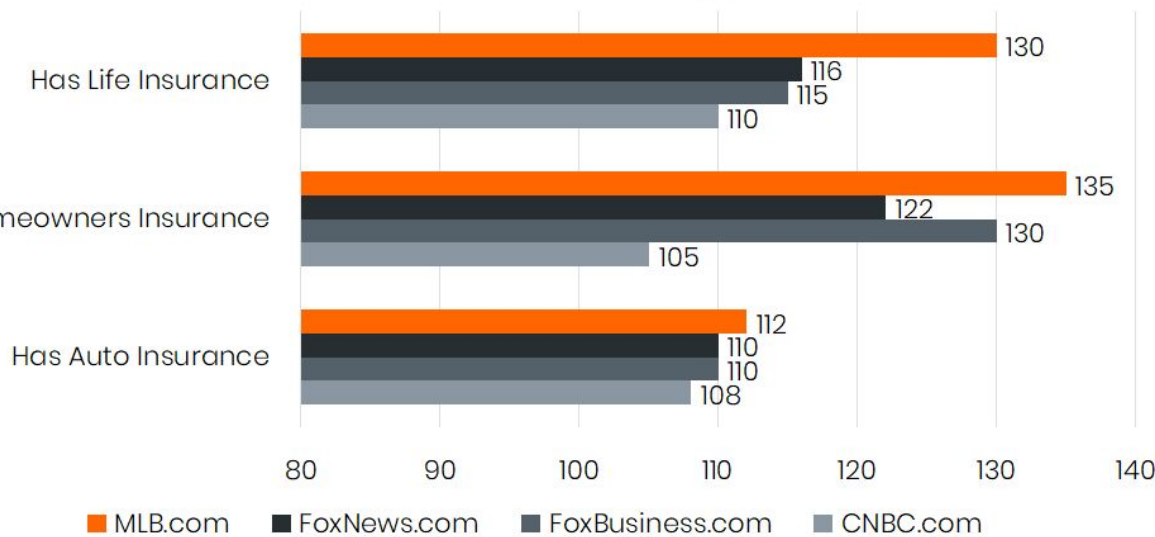




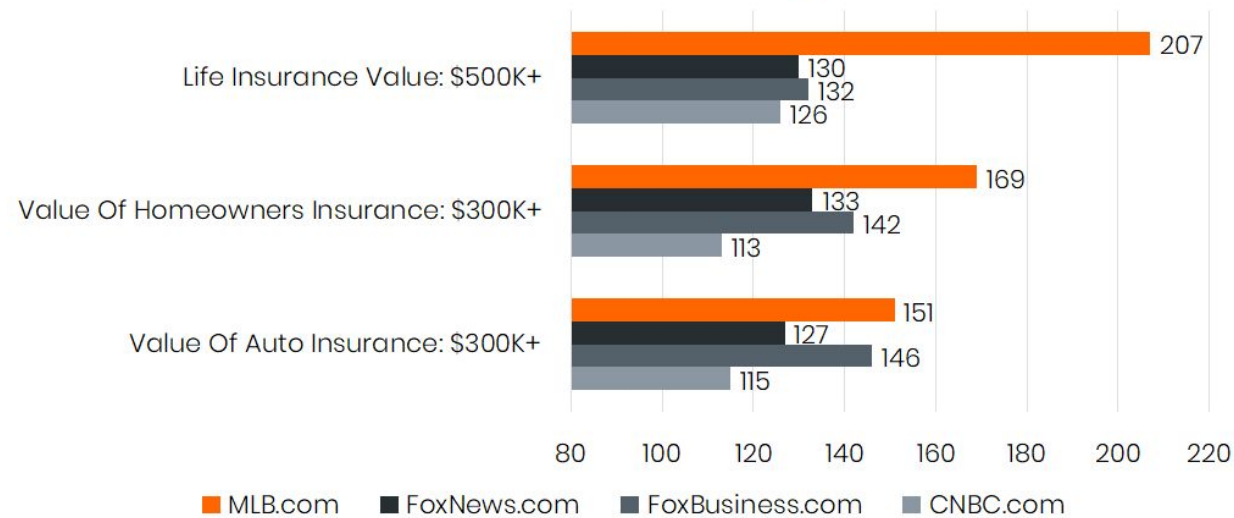
MLB.COM OVER-INDEXES FOR INSURANCE HOLDERS

MLB.com website visitors are more likely to have life insurance, homeowners insurance, and auto insurance, when compared to FoxNews, FoxBusiness, and CNBC. Additionally, the value of the insurance policies were also more likely to be higher, indicating higher potential net worth as well as strong heavy reliance on insurance policies and providers.

Unique Visitor Index
(100 is US Adult 18+ Average)



Unique Visitor Index
(100 is US Adult 18+ Average)



*Unique Visitor Index reports how more or less likely the audience is to visit the site relative to the total online average, with 100 representing the average. For example, a UVI score of 143 means that the audience is 43% more likely than the average online adult to visit the site.

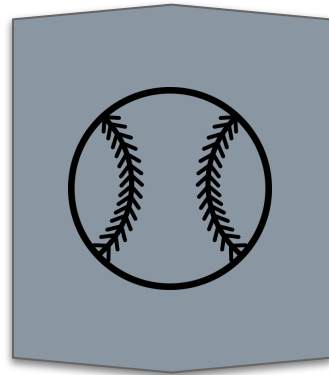
Source: Fall 2020 Simmons Connect Plus

AN INSIGHTS DRIVEN MEDIA PROGRAM

Insights into the target audience helped identify the ideal partner to extend our messaging in a way that was relevant to our core target audience of the local insurance seeker.



**LIVING AND WORKING
LOCALLY IS A DESIRED
ATTRIBUTE OF AGENTS**



**MANY AGENTS ARE LITTLE
LEAGUE SPONSORS AND
VOLUNTEERS**



**TARGET AUDIENCE
OVER-INDEXED WITH MLB
MEDIA CONSUMPTION**



**CONTEXTUAL SYNERGY :
HOME FIELD ADVANTAGE**

2021 HOME FIELD ADVANTAGE

MLB NETWORK | HOME FIELD ADVANTAGE



'Home Field Advantage' sponsorship ownership across all screens



Custom branded :15 and :30 video units



Weekly features within MLB Tonight



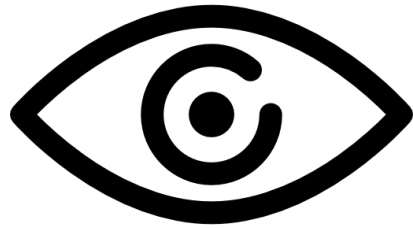
Digital highlight content distributed 4x/week across MLB.com



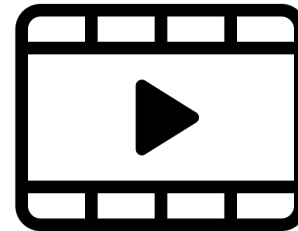
Media distribution across the O & O network



TOPLINE HOME FIELD ADVANTAGE RESULTS



Over 60 Million Impressions



Over 29 Million Video Views



Est. Reach of ~9MM



ADVANCING VIA AN INSIGHTS DRIVEN APPROACH

The Trusted Choice marketing efforts have evolved, and will continue to expand via the following approach:

Audience-Led Approach

Media selects based on audience consumption data that align with brand inputs and objectives.



Multi-Channel Plan

Cross-screen media tactics delivered via linear, social, digital video, publisher, and CTV channels.

Industry Leading Results

Increased awareness of Trusted Choice (via Comscore study).
Recipient of the IMCA Award of Excellence for Integrated Digital Marketing Campaign.



High Impact Creative

Custom concepts and video production featuring premiere talent relevant to the channel, audience, and message.

Q & A





THANK YOU!



APPENDIX - SLIDE REPOSITORY





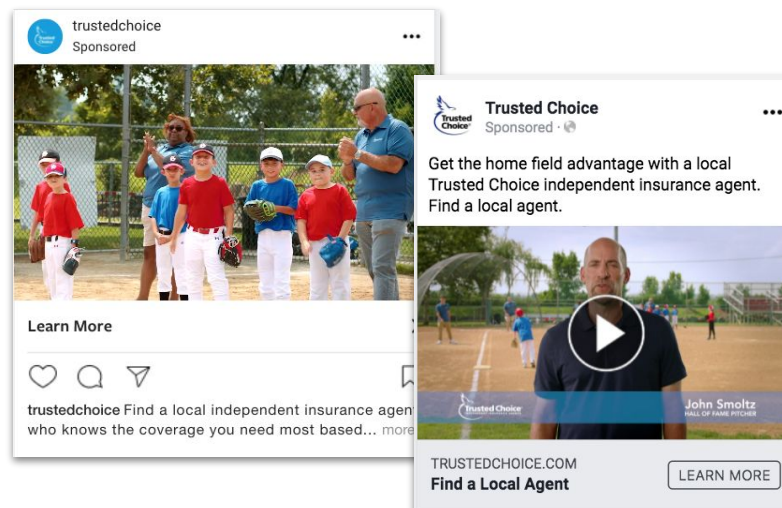
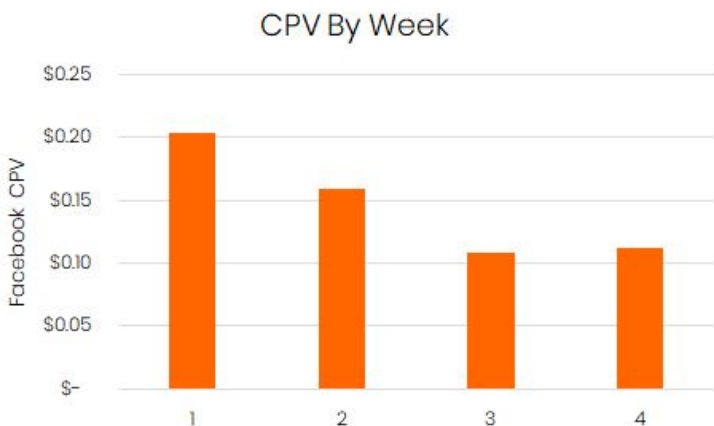
HOME FIELD ADVANTAGE | SPONSORED VIDEO HUB

The screenshot shows the MLB.com website interface. At the top, there is a navigation bar with links for NEWS, VIDEO, SCORES, STATS, STANDINGS, SCHEDULE, PLAYERS, PLAY BALL, TICKETS, MLB.TV, SHOP, TEAMS, ES, ACCOUNT, and a search icon. Below this is a 'FILM ROOM' section powered by Google Cloud, featuring a search bar and buttons for 'Channels' and 'Reels'. The main content area is dominated by a large blue banner with the text 'THE HOME FIELD ADVANTAGE Matters in Baseball AND Insurance.' presented by 'Trusted Choice INDEPENDENT INSURANCE AGENTS'. Below the banner is a video player showing a man in a blue polo shirt swinging a baseball bat. The video player has a '9 SECONDS REMAINING' indicator and 'Reels' and 'Share' buttons. To the right of the video player is a 'Home Field Advantage' section with a 'NOW PLAYING' video thumbnail titled 'Orioles' offense rallies for six in the 5th inning' dated August 26, 2021. Below this is another video thumbnail showing a baseball game in progress.



CPV HAS IMPROVED BY 45% SINCE LAUNCH

The in-market shoppers audience is outperforming the insurance professionals audience by 47%, and is receiving a larger budget distribution over the last two weeks. BCM will be recommending new copy treatments to add into rotation to further assist with CPV improvements.



Ad Unit	Spend	Impressions	Clicks	CPC	CTR	Video Views	CPV
15 Second Video	\$14,412.22	547,280	6,700	\$2.15	1.2%	79,621	\$0.18
30 Second Video	\$14,725.14	530,030	6,536	\$2.25	1.2%	116,561	\$0.13
TOTAL	\$29,137	1,077,310	13,236	\$2.20	45.4%	196,182	\$0.15



PROGRAM OVERVIEW

The TV distribution plan was focused on CNBC inventory, with custom elements living on CNBC.com and promoted across NBC, CNBC and MSNBC channels.

CNBC BRANDED CONTENT DISTRIBUTION



CNBC TV COMMERCIALS

4 Trusted Choice custom :30 branded content were distributed throughout commercial time during CNBC Business Day programming.



PRE-ROLL ON CNBC.COM

:30 To Know was targeted to Small Business Owners and appeared throughout CNBC's Make It videos.



NBC NEWS GROUP PROMOTION

Customized units (Native Touts and Lightbox Units) generated additional traffic to the Trusted Choice branded content destination on CNBC.com



CUSTOM LANDING PAGE

Digital advertising assets directed users to a custom landing page that included short-form articles and all four :30 custom videos,

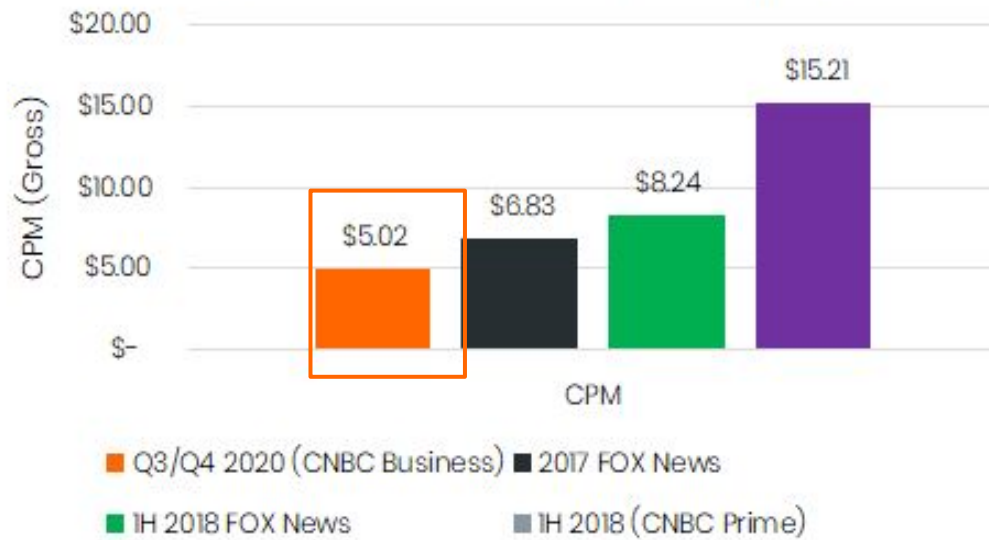


CNBC PROGRAM RESULTS

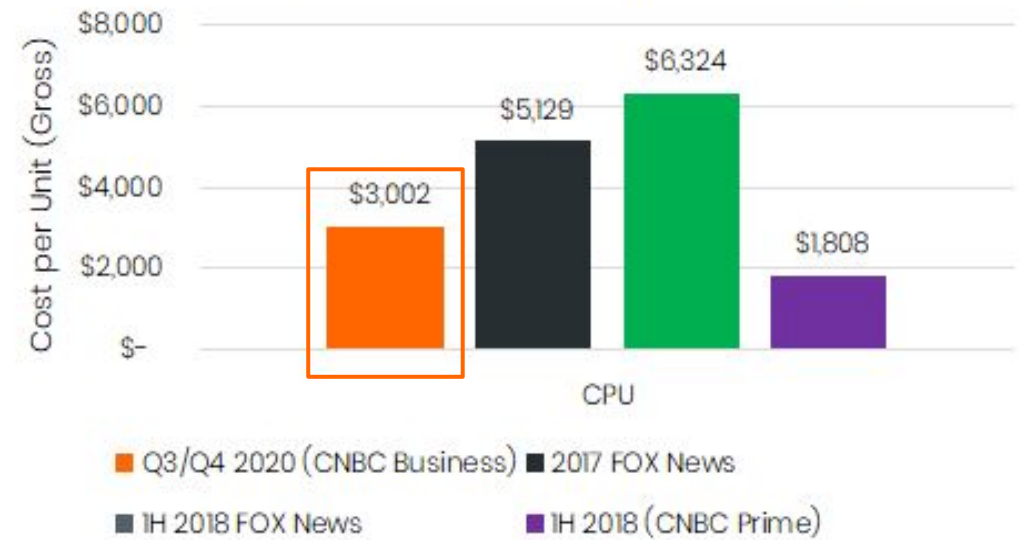
2020 TV MORE COST EFFICIENT THAN PRIOR YEARS

When comparing the '20 Linear TV program to 2019 and 2018 programs, the '20 CNBC Business program delivered the most cost efficient CPM and second lowest Cost per Unit.

Average CPM (Gross) by Campaign



Average Cost per Unit by Campaign



- The '20 efforts were unique with custom content that ran on both Linear TV CNBC Business Day programming, and across CNBC and NBCU digital properties. 2019 and 2018 did not include a presence in digital. [See full comparison.](#)

Recommendation: Media consumption habits have changed, for all audience types to be more digitally focused. It is critical that TC leverage digital integrations in conjunction with more traditional mediums.



CREATING RELEVANCY THROUGH DATA

It starts with a deep understanding of our target consumer, their hopes, dreams, wants, needs, and behaviors. These insights help us craft the most relevant creative approached and media placements



Insurance Switcher: 192 - Achievement - Show Abilities and Be Admired: May, or may desire to, seek success and the admiration of others for being successful. Life is about getting ahead, “winning,” and impressing others.

Use themes of being admired, appreciated, successful, and acknowledged.

Established Family: 116 - Dependability - Being Reliable and Trustworthy: May, or may desire to, emphasize the importance of being dependable, responsible, and faithful to family and friends. Life is about being a reliable and trustworthy friend.

Use themes of dependability, trust, and honesty in your creative and messaging.

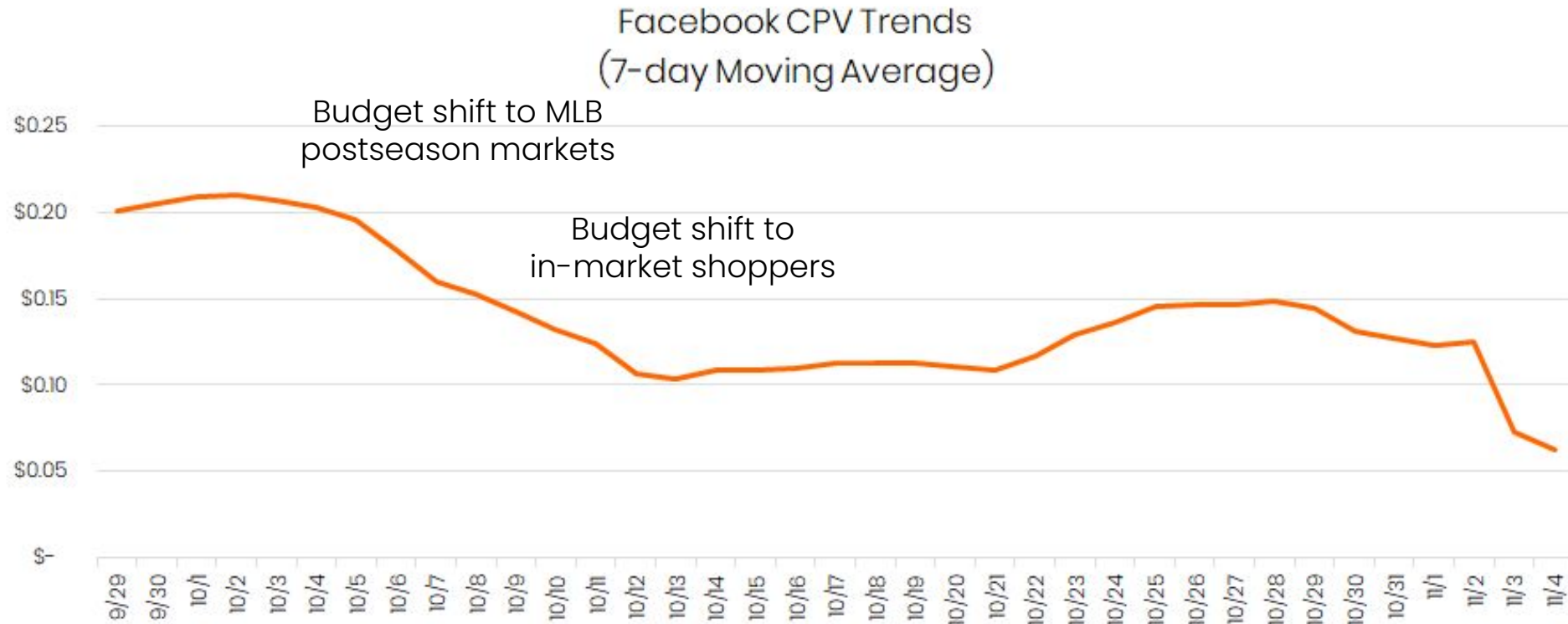
Source: Resonate U.S. Consumer Survey, August 2021

Audiences: Insurance Switchers: Plan to switch insurance in next 3-12 months + HHI \$150K+;

Audiences: Established Families: 30-54, HHI \$100k+, Have Children



OPTIMIZATIONS INCREASE RELEVANCY





CREATIVE SCREENSHOTS

HOME FIELD ADVANTAGE | SHOOT FOOTAGE

