

# GEICO MOBILE CAMPAIGN



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# AGENDA

- 1. Research Review
- 2. Target Market
- 3. Creative Strategy
- 4. Creative Ideas
- 5. Cost Estimates



# GOAL

Show how GEICO can use the mobile gaming platform to reach a receptive and engaged audience.



# METHODOLOGY



## Secondary Research

Mobile Gaming

- Demographics
- Advertising Options
- Competitors in the Industry



# METHODOLOGY



## Primary Research

### Qualitative

- In-Depth Interviews
- Helped provide insight on market sentiment towards games and ads

### Quantitative

- Survey
- Used to provide data on user opinions on mobile game play and mobile ads





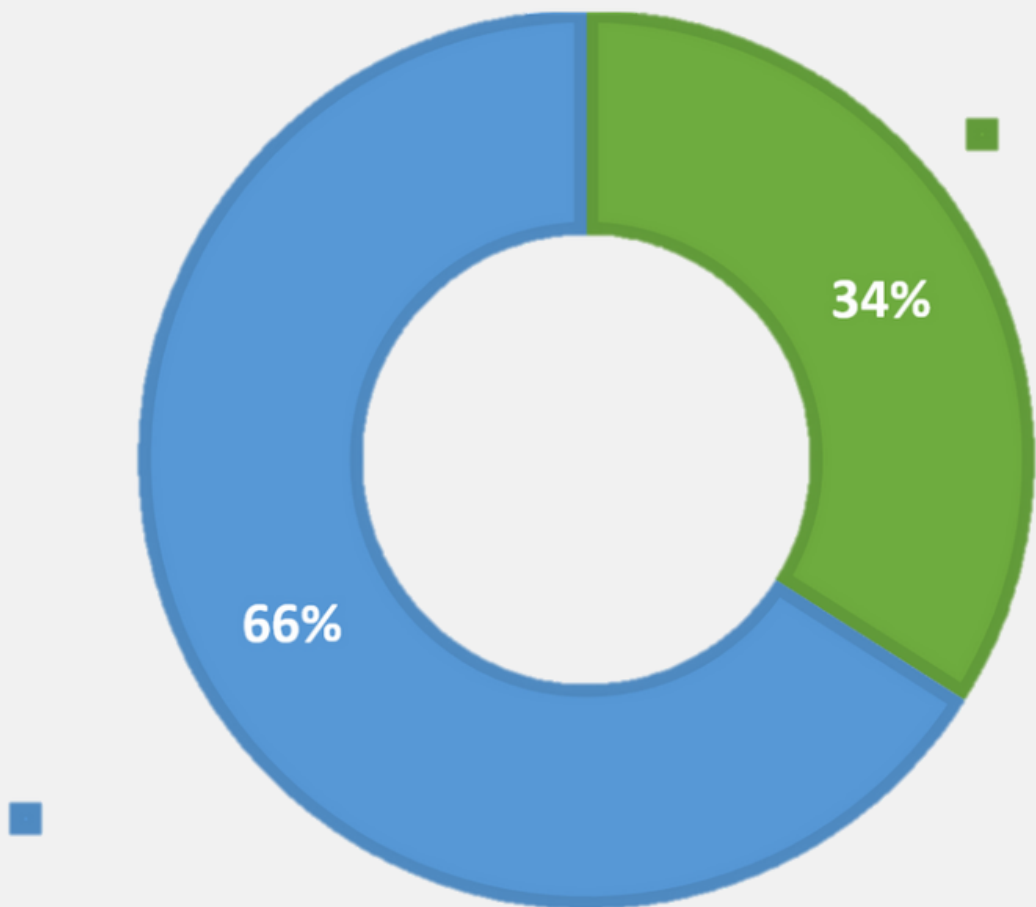
# SECONDARY RESEARCH





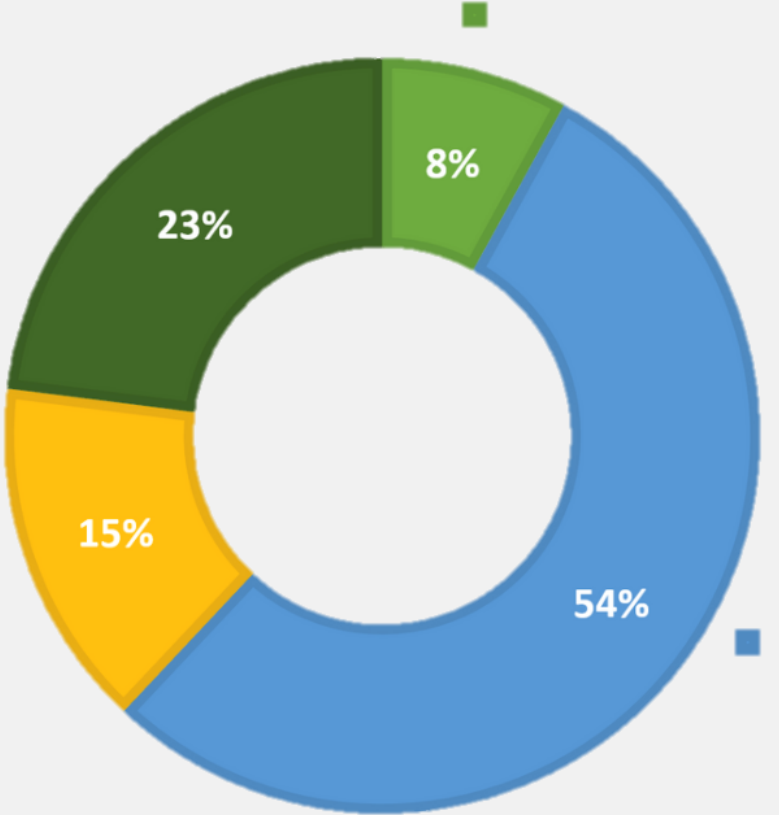
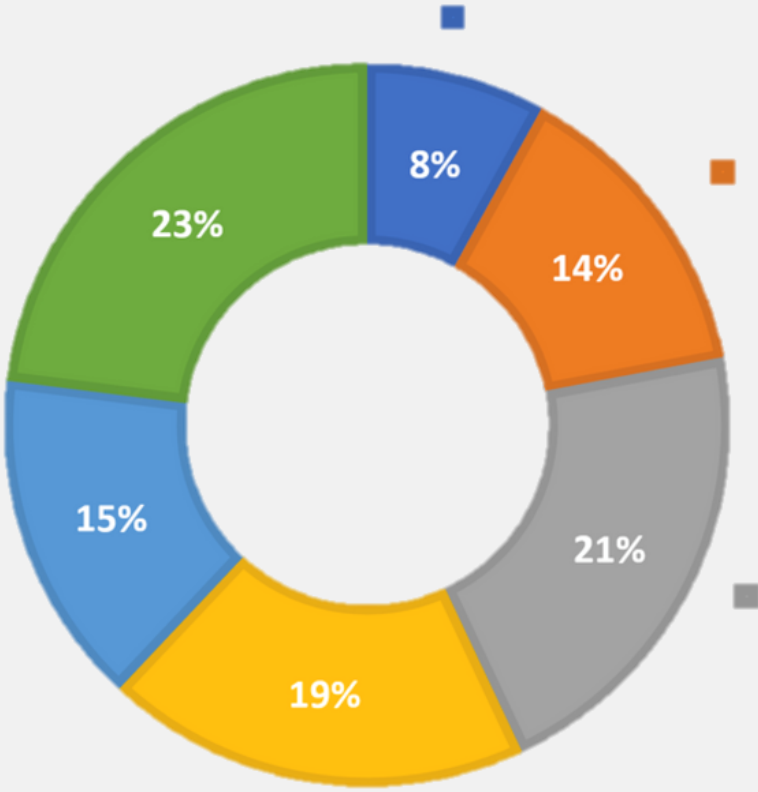
# MOBILE GAME INDUSTRY

- 192 million mobile game players
- User penetration to grow from 43.2% (2017) to 49.5% (2021)





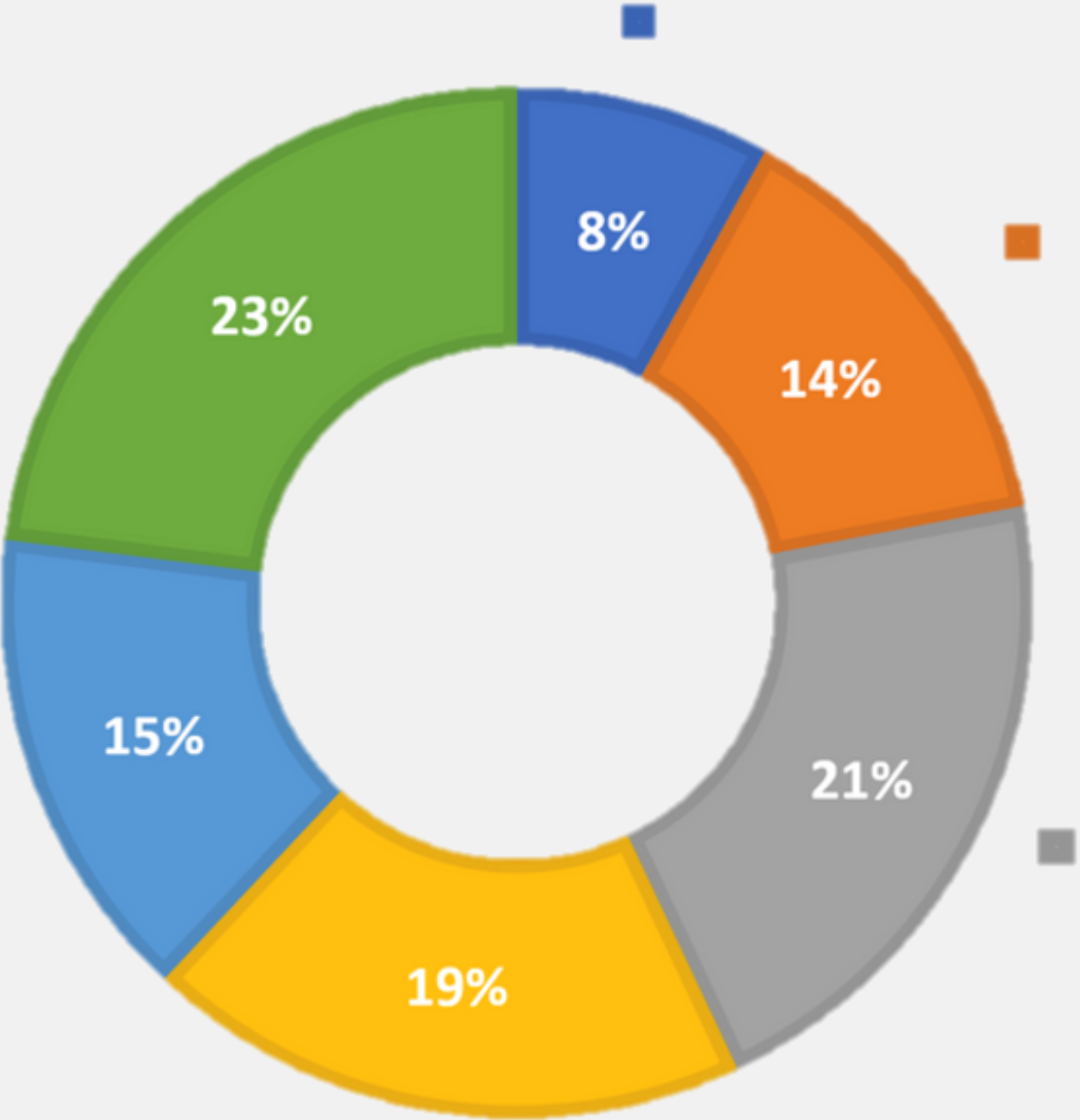
# MOBILE GAME INDUSTRY





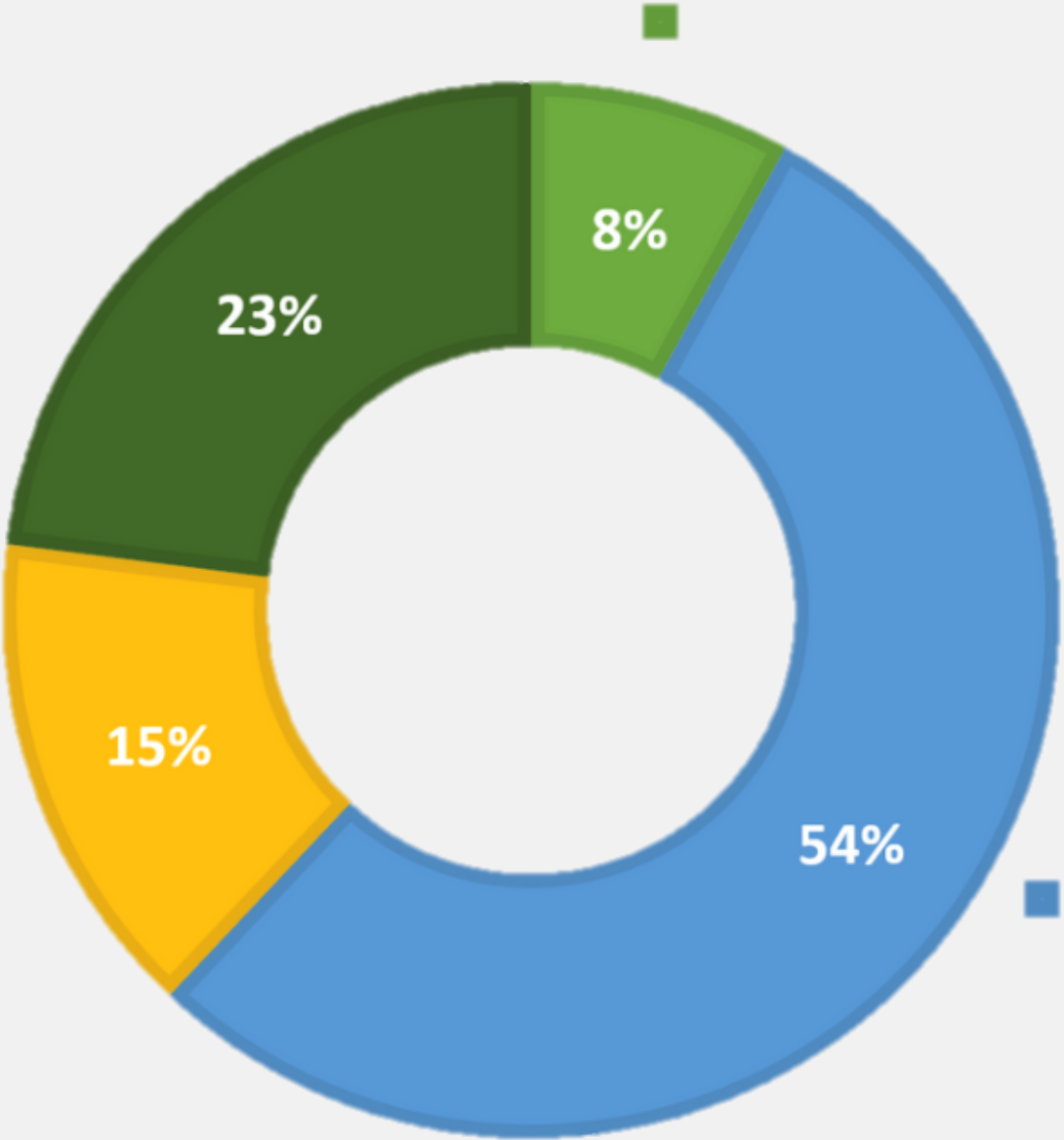


# MOBILE GAME INDUSTRY





# MOBILE GAME INDUSTRY





# POPULAR GAME TYPES

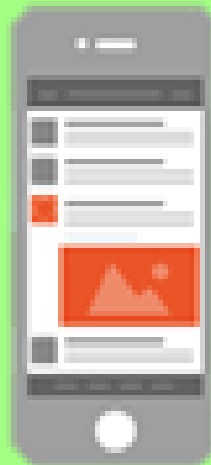




# TYPES OF ADVERTISING



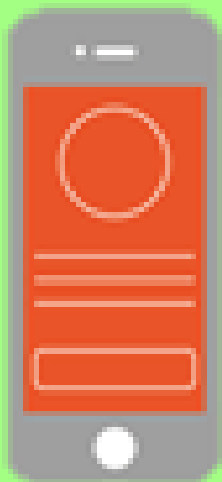
Banner



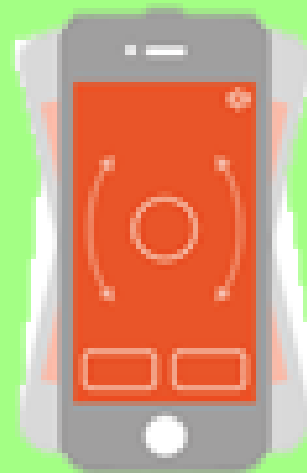
Video



Native



Interstitial



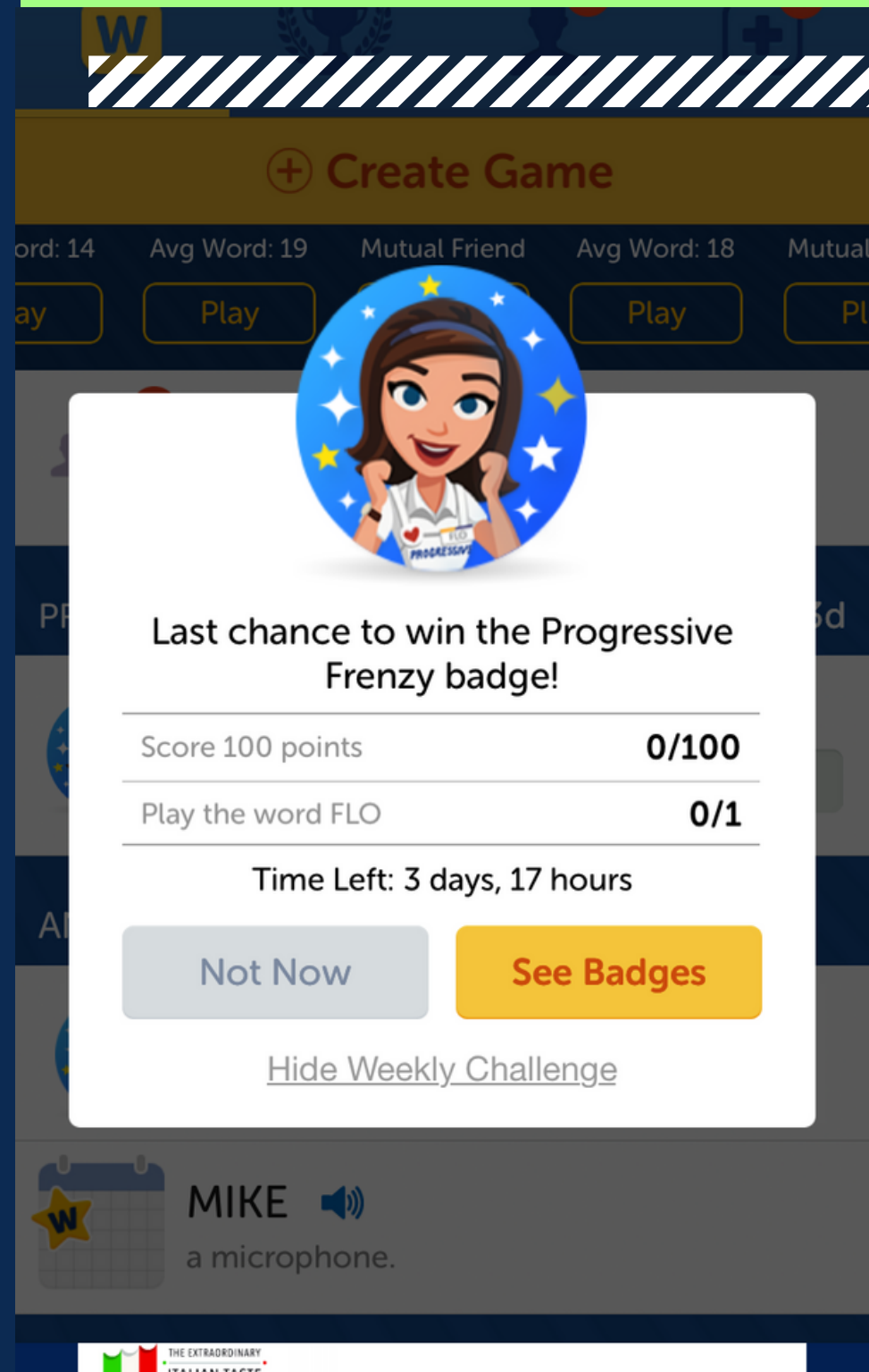
Rich Media



# COMPETITION

Progressive & Words  
with Friends

- Significant portion of ads are Progressive at all times
- Buy out all ads for weeks at a time
- Specialized ads
- Progressive-themed Challenges





**+ Create Game**



**Rudy**  
Match of the Day

Uninterrupted Play!



**Friends**  
32 playing!



**Smart Match**  
Play now!

**PLAY SOMEONE NEW**



- |                |                                    |                             |                              |                |
|----------------|------------------------------------|-----------------------------|------------------------------|----------------|
|                |                                    |                             |                              |                |
| ey04<br>ord: 9 | Kirsten Ca...<br><b>IS BACK!</b> 😊 | Dawn Had...<br>Avg Word: 16 | zyngawf_4...<br>Avg Word: 19 | Roll<br>Mutual |
| Play           | Play                               | Play                        | Play                         | Play           |

**PLAY UNINTERRUPTED**



**YOU COULD SAVE \$598**  
when you switch to Progressive

**Get a Quote**



**YOU COULD SAVE**  
**\$598**  
by switching to Progressive

That's like a month of coffee.  
**Very fancy coffee.**

**Switch + Save**

**:11**


**PROGRESSIVE**



# PRIMARY RESEARCH



# IN-DEPTH INTERVIEWS

- 13 Interviews

- Ages 21-45

- Had played a mobile game in the past 7 days

- Discussed mobile game playing habits and feelings towards ads in mobile game







# WHY/WHEN THEY PLAY

- To relax or take a break
- To pass the time while waiting for someone

"I'm typically just relaxing at home and watching TV when I play."

"Sometimes I play while I'm commuting or at home with nothing to do. I'll also play while I'm waiting for something."





# INCEVTIVE-BASED ADS

- Prefer to other games
- Nothing too personal

"I'm very likely to watch a video! Maybe not too many in a row but I will definitely watch a handful for prizes."

"Will do almost anything not involving sharing personal information"





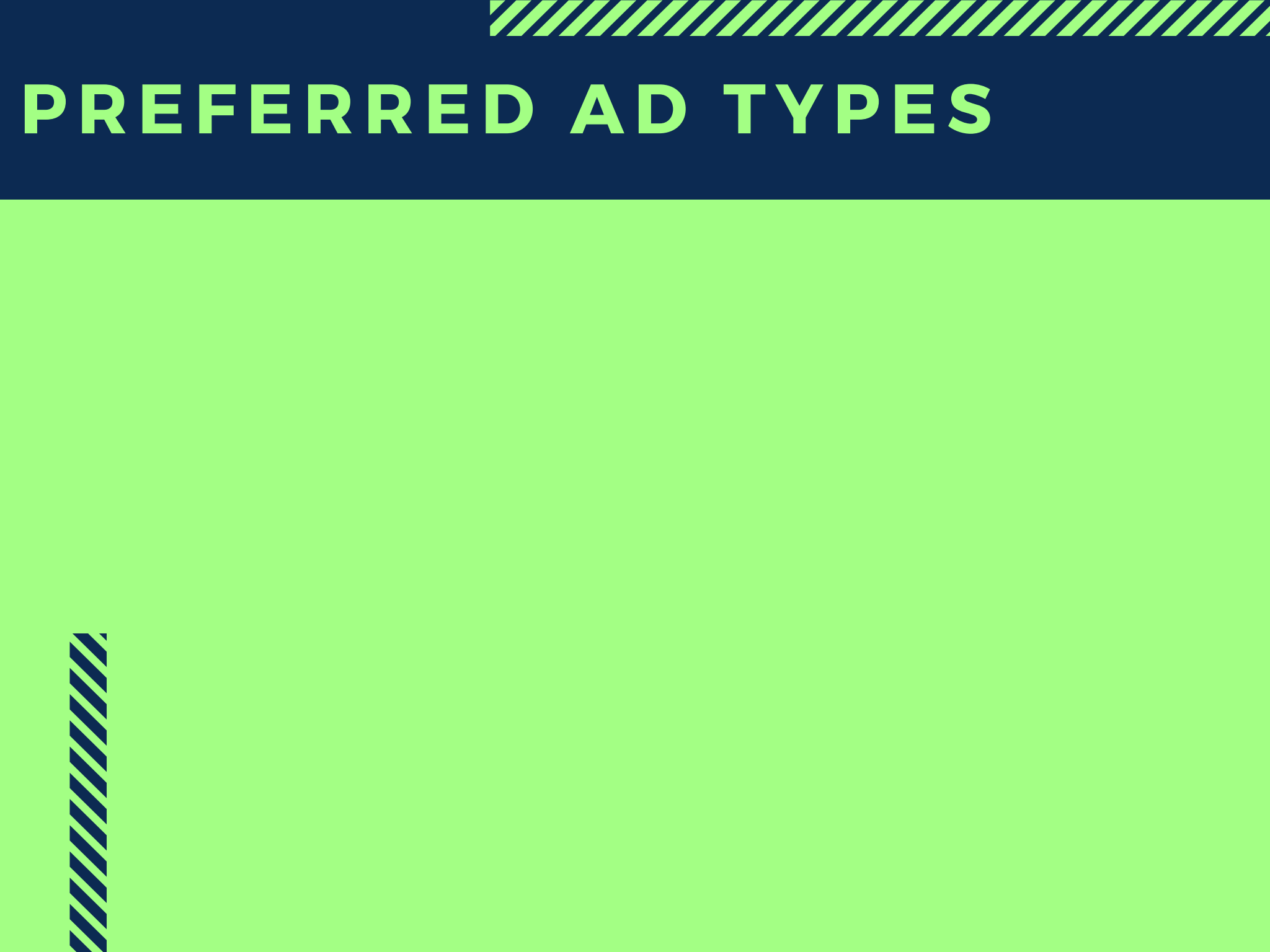
# SURVEY

- 256 respondents
- Had played mobile game in the last 7 days





# WHEN THEY PLAY GAMES



# PREFERRED AD TYPES



# PREFERRED ACTIVITIES



# TARGET MARKET

# EARLY ADULTHOOD

- Experiencing life changes  
(Moving, New Job,  
Starting Family)
- Ages 21-45
- Play to Relax or Pass  
the time
- Games they play:
  - Action, Puzzle, and  
Simulation Games
  - Party games (Heads Up!)







# CREATIVE CAMPAIGN





**GAMERS ARE  
WINNERS,  
WINNERS ARE  
SAVERS**





# INCENTIVE-BASED ADS

- Videos
- Simple quote generating surveys
  - Age, Zip Code, Car, Email



"Helping you win in life and in the game"

# VIDEO- INCENTIVE-BASED

“Hey you, yeah you, the one sitting on the couch, binging your favorite show, you could be spending this time saving 15% or more on car insurance.”



