

Exploring the Unconscious to Create Branding That Speaks to Deep Human Needs

A major property & casualty company needed to positively and meaningfully differentiate itself from its competitors, attract and gain new clients, and increase its presence in the marketplace.

The research foundation for this brand repositioning was a series of 2-hour Hylstan Archetype® groups with current consumer clients and prospects. This enabled us to gain a full array of hypotheses regarding consumer attitudes and motivators relative to the product category and the brand:

- Explored the personal, unconscious meaning, of situations and people surrounding major property & casualty incidents in life to gain an understanding of the subconscious drivers of decisions
- Established the foundation for rebranding the company in terms of addressing the underlying needs and motivators of consumers in purchasing P&C insurance.

The Hylstan Archetype® groups were followed by focus groups with current consumer clients and prospects to obtain early reactions to the resulting positioning statements. These were followed by quantitative research to assess the most compelling positioning and logo for rebranding the company. As a final step, the winning positioning and logo were tested with agents via in-depth interviews to assess their reactions.

Findings from this research directly drove the creation of a new iconic brand logo that still stands today despite multiple acquisitions of our client company.

- Individuals want to “feel protected in facing the storm” when a P&C incident occurs in their lives. They feel helpless and expect their agent and the company the agent represents to immediately help them and get them the best deal.
- The most successful agents see themselves in the role of “the protector” of those caught in these situations.
- Communications, copy, graphics and logo should portray the company as totally reliable in all situations for all people.

Known the world over, it stands for the protection all of us seek when we encounter adverse events in our lives.

