

# Breaking through a cluttered category

SHINY



## Challenge

How does a startup auto insurance brand stand out in a crowded marketplace?

## Solution

By delivering marketing as fresh as it is.

Metromile is an auto insurance product with a newer concept: mileage-based insurance for those that live in larger cities and didn't drive much.

This was a new insurance concept that was not well understood. Plus it was operating in a highly cluttered and marketing saturated category dominated by big spenders like Geico. We needed to deliver a marketing piece that not only explained a complicated, low interest product, but had the visual impact to break through.

Rather than relying on the overused solution of simply showing customers how much they could save every year, we created a direct mail kit that spoke to the consumer with bold use of color, photography, messaging, testimonials, and a clear breakout of how customers are charged to help visualize the savings.

## Results

The company ended up abandoning 29% of calls to the unique number for the campaign because they simply couldn't keep up with the call volume. From the list of 80,000, there was an approximately 0.80% response rate.

## Services

Messaging  
Direct mail

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