

CASE STUDY

Boosting Brand Awareness with Multiple OOH Mediums for Insurance Companies



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In today's highly competitive market, it is crucial for businesses, especially in the financial space, to stand out and effectively communicate their brand to potential clients. One effective way to achieve this goal is through vehicle wraps and autonomous electric robots.

OBJECTIVE

The objective of this case study is to showcase how a financial institution leveraged vehicle wraps and autonomous electric robots to boost brand awareness and reach a wider audience.

BACKGROUND

AmTrust Financial Services is a multinational property and casualty insurance company. The company provides a wide range of insurance products and services to businesses and individuals across the globe. In 2020, AmTrust partnered with Nickelytics to increase brand awareness and attract more customers to its business.

SOLUTION

To date, AmTrust has launched 5 vehicle wrap campaigns across high density market areas and plans to add more in the near future. Alongside the vehicle wrap campaign(s), a targeted robotics campaign was implemented in the busy market of Los Angeles, CA.

The success of the vehicle wrap and autonomous robots campaign led AmTrust to expand the initiative to other cities across the country. The company wrapped more vehicles and increased its presence on the road. The vehicle wraps became a key supporting element of AmTrust's marketing strategy, generating brand awareness and leads for the company.



RESULTS

28,162,757

Total Impressions generated

225,075

Miles driven

\$2.13

(cost per thousand impressions)

What I appreciate most about Nickelytics is their ability to leverage mobile billboards to create a truly unique and impactful advertising experience. Their attention to detail is unmatched, and they take great care in ensuring that every aspect of the campaign is optimized for maximum effectiveness. Throughout the entire process, the team at Nickelytics was responsive and communicative, keeping me informed of the progress and providing valuable insights and recommendations along the way. They truly went above and beyond to ensure that my campaign was a success.

- AmTrust Financial Services



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