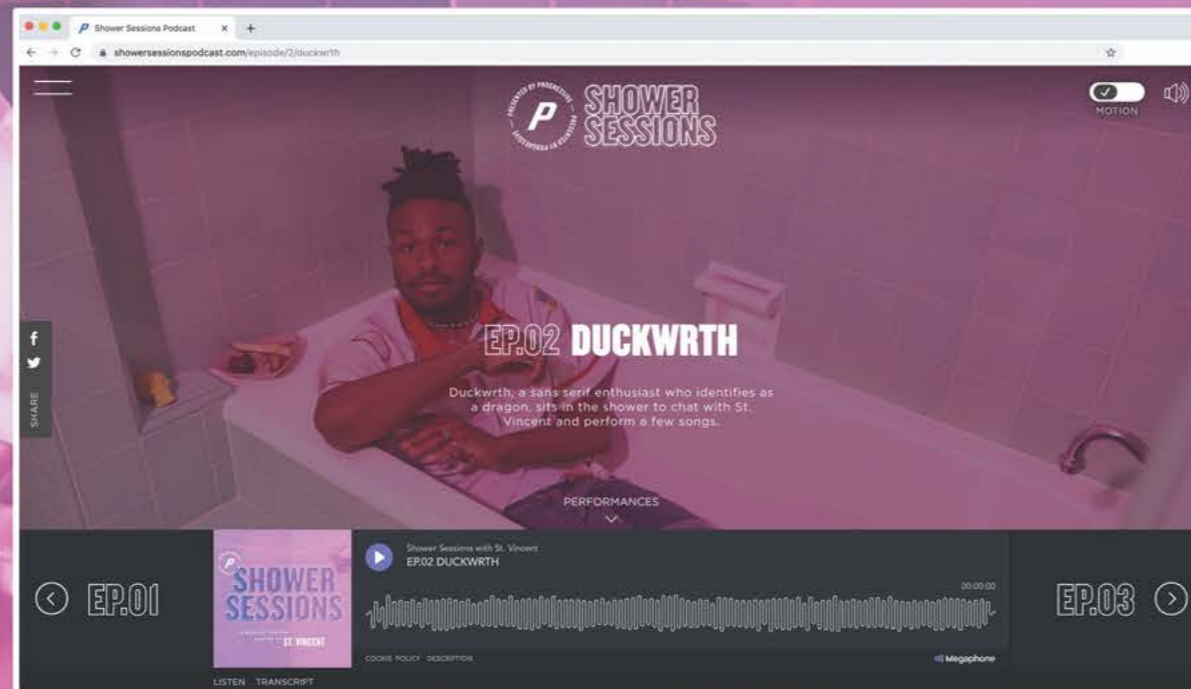




# SHOWER SESSIONS

A MUSICAL PODCAST  
HOSTED BY **ST. VINCENT**



## BACKGROUND

Young homeowners (ages 25-39) represent the largest segment of first-time homebuyers and shop for insurance at the same frequency the total population shops for auto insurance. This audience is at a moment of moving from one life stage to the next with the purchase of their first home, and Progressive wants to help them navigate this moment of growth. But we needed to breakthrough with something young homeowners already cared about in a way that didn't feel like traditional advertising. Enter music, a universal passion for many young homeowners, and podcasts, with 75M monthly listeners and 66% of those listeners between ages 18-34. (SOURCE: EDISON/TRITON 2017, NIELSEN DIGITAL MEDIA LAB 2018, MIDROLL 2018)

## THE IDEA

While Progressive is best known for traditional advertising (TV, radio, OLV), the podcast effort in both platform and topic was unique for the brand. We partnered with St. Vincent to produce a podcast where she interviews up-and-coming artists on the brink of making it big. The location and discussions were largely influenced by St. Vincent's style and creativity. Allowing dialogue to go where it may lead to original and exclusive conversations fans likely haven't heard before from any of the artists.

With very light branding touches, we landed on something people would want to engage with and therefore created a new kind of awareness for Progressive as a brand that's "for people like me."

## THE STRATEGY

Give people a reason to join and stay with Progressive that's more than price. Through music, we show young homeowners that what matters to them, matters to us. And the tie to Progressive is simple - put a spotlight on musicians through the lens of home. We lean on an established host to gain interest but focus the content on emerging artists who are in a moment of graduating their careers. Progressive Home Insurance supports people about to take the next step; whether you're about to buy your first home or about to make it big, they make the transition a bit easier.

## THE EXECUTION

In July 2019 we launched the six-episode podcast, Shower Sessions, on all major podcast platforms. Emerging artists chatted with St. Vincent, singer-song writer and record producer, about everything from shower shoes to each artist's "made it" moment. And of course, we couldn't forget about the music itself. Our artists put on private, and mostly acoustic, concerts in the shower.

In addition to the podcast, we developed a microsite to house original content (behind the scenes videos and musical performances). A fluorescent pink and green bathroom decked out in odd but eye-catching trinkets as backdrop fit our host, who was herself, decked out from head to toe (minus the knee-high silver boots) in shower-wear, perfectly. The podcast was launched as part of a paid social campaign where we created a series of Facebook display ads to garner awareness and drive folks to the landing page.

The Shower Sessions social campaign was followed by second series of Facebook ads meant to drive consideration and quotes for Progressive with music as the connective thread. Homeowners don't always understand the importance of home insurance, but they do understand music. We used the latter to teach about the former; enter cautionary band posters. We partnered with a series of artists to create band posters featuring common insurance coverages (burst pipes, theft, fire and water damage) rebranded as musical events you wouldn't want to see.

## THE RESULTS

This first-time podcast for Progressive used a growing platform to amplify a brand message in a way we hoped would connect with an audience we know tunes out traditional advertising. Paired with complimentary paid social, the Shower Sessions campaign showed us that breaking through with an idea and platform of interest to our audience works. In addition to seeing an increase among young homeowners in consideration, response and conversation rate all without a single insurance TV commercial, we were recognized in PR including Rolling Stone, Pitchfork, Flood Magazine and others. Shower Sessions also ended up on Esquire Magazine's "93 Best Podcasts of 2020".

