STAND OUT

HOW TO ATTRACT THE
MODERN INSURANCE CONSUMER
PROTECTING YOU IS HOW WE ROLL

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# Exhibit 2

**GEICO spends more on advertising than McDonald’s, Nike or Coca-Cola**

2011 ranking based on U.S. advertising spend, selected brands from top 100

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$5</td>
</tr>
<tr>
<td>8</td>
<td>American Express</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>GEICO</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>McDonald’s</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Sony</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Nike</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Progressive</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Allstate</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>State Farm</td>
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</tr>
<tr>
<td>62</td>
<td>Apple</td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Coca-Cola</td>
<td></td>
</tr>
<tr>
<td>76</td>
<td>Campbell Soup</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>Visa</td>
<td></td>
</tr>
<tr>
<td>82</td>
<td>Samsung</td>
<td></td>
</tr>
</tbody>
</table>

Source: AdAge
ZERO MOMENT OF TRUTH
THE CONNECTED GENERATION

- Communicates
- Builds Relationships
- Makes Buying Decisions
Attention without trust has no value.
Customer Expectations

Good Service

Fast Delivery

Cheap Price

Experience
HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING
A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

DOPAMINE
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

MIRRORING
Listeners will not only experience the similar brain activity to each other, but also to the speaker.

CORTEX ACTIVITY
When processing facts, two areas of the brain are activated (Broca’s and Wernicke’s area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.
THE HUMAN SIDE OF YOUR STORY
Hail Damage Covered by Auto Insurance

The Murray Group
(518) 456-6688

http://www.MurrayGRP.com/ - I was recently caught in a hail storm while driving in Albany and it made me think about how the comp coverage on my auto insurance policy covers my car for any damage from hail.
If you have questions about New York State short-term disability please call: (518) 456-6688

What is New York State Short-term Disability?

The Murray Group Insurance Services, Inc. · 156 videos

759 views
Baseline Traffic

Traffic Sources Overview


% of visits: 100.00%

Overview

Visits

Worn Calipers and the Words We Use
CONTENT WARFARE

HOW TO TELL YOUR STORY, FIND YOUR AUDIENCE, AND WIN THE BATTLE FOR ATTENTION ONLINE

RYAN HANLEY
• Head of Marketing
  – www.TrustedChoice.com
  – www.AgencyNation.com

• Author
  – Content Warfare: How to find your audience, tell your story and win the battle for attention online.
  – www.contentwarfarebook.com