



CDE (Customer Driven Evolution) Team

In 2012, State Farm asked DDB helped them solve a crisis. Internal legacy systems, outdated processes, and over-reliance on auto policy business threatened to relegate State Farm to the back of an increasingly competitive pack. Flo and that Mayhem guy were mean.

Besides creating integrated advertising that changed the category and rewrote the rules for how an iconic insurance brand should talk to its customers, DDB's response added a twist: embedding an entire team at State Farm headquarters in Bloomington, Illinois to help them recreate themselves.

One cd (me), writers, art directors, content strategists, project managers and account reps spent 3-4 days a week living out of our suitcases. Our results:

Changing a Culture

- Traditional State Farm culture emphasized sales and products rather than marketing and benefits
- Increased competition and insurance and financial regulation lead to frequent product changes,
- creating confusion among employees, agents and call center reps
- Team worked directly with internal subject matter experts to overhaul messaging on all product lines,
- especially financial services
- Created short, benefit-oriented sales aids, scripts and pivot points in plain English
- Streamlined legal and compliance approval process

A New StateFarm.com

- Migrated StateFarm.com to responsive design platform
- Created or revised content to work with new design system
- Optimized content for organic search
- Updated copy to regulatory and legal standards
- Created needs-based retirement section, emphasizing financial services

Simple Insights™

- Transformed a 2005-era section of StateFarm.com known as the Learning Resource into a compelling, mobile-first site.
- Ideated, created and trademarked name
- Engaged UX teams from DDB NY
- Wrote, curated and optimized content

- Shepherded revised content through multiple approval levels

Upgrading Agent Marketing

- Updated and unified brand voice for 500 agent letters, postcards and other DM materials
- Create email versions based on team-created templates
- Coordinate approvals directly with subject matter, product, regulatory and legal teams