

# STUDIOCENTER<sup>®</sup>

## CASE STUDY



24%  
Multi-Car  
Discount

### Case Study: Elephant Insurance

When we first met Elephant Insurance, they were a newcomer to the insurance game. Today, they've become one of the brands to help redefine an industry that used to be full of stale, antiquated bullies. We like to think we helped them become who they are today.



### The Ask

Elephant came to us with a unique problem – they headquartered in Richmond, Virginia, but no one in Richmond really knew who they were. So, they asked us to introduce them to their new neighbors, which we also happen to be.

### The Work

Our video introducing them to Richmond was a massive hit for Elephant and for Richmond. We highlighted everything RVA is known for - from sports teams to landmarks - and enlisted an Icon from the area, Gene Cox, to take us on a tour. From there our relationship with Elephant blossomed into several broadcast campaigns. Most notable, the “mail/key holder” campaign, which was birthed from one of our Beers & Brainstorm sessions. Our newest campaign takes on the “new normal” with commercials touting Elephant’s WFH discount.

### The Result

Besides a thriving client relationship, Elephant has expanded into several different markets across the United States and continue to break new ground in the world of Insurance.

### Watch!

We’ve compiled a few of our favorite Elephant commercials from over the years. Enjoy! Click play on the image to watch.