



FloodSmart

Reappraisal of How to Apply Behavior Change Theory to Reach and Motivate At-Risk Consumers



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Did You Know?

Each year, thousands of Americans lose their homes and belongings to flood-related disasters.

Flooding is the #1 natural disaster in the U.S.



The National Flood Insurance Program Addressing the Risk



FEMA



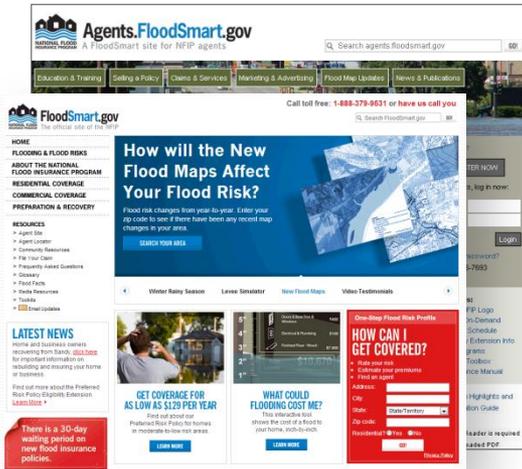
In 1968, Congress created the **National Flood Insurance Program (NFIP)** to:

- **Decrease** the **risk** of future flood losses.
- **Reduce** the **costs** and adverse **consequences** of flooding.
- **Reduce** the **demands** and expectations for **disaster assistance** after floods.
- **Preserve** and **restore** the natural and beneficial values of **floodplains**.

The FloodSmart Campaign

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- Marketing campaign that educates Americans about flood risk and encourages them to financially protect themselves with flood insurance
 - Campaign goal: 5% annual flood insurance policy growth

Consumer Campaign



Google

Search



Online



DRTV



Radio



Print



Direct Mail



Public Relations

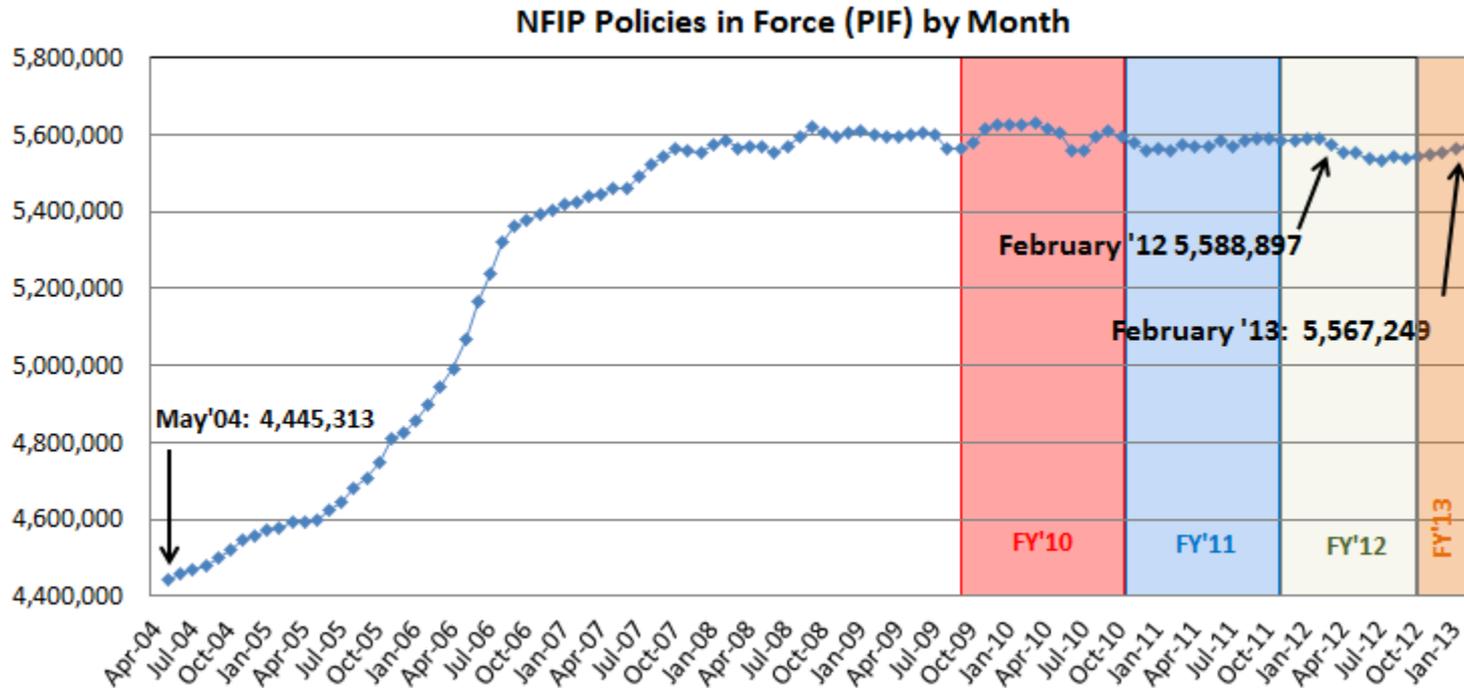
Ogilvy

Ogilvy Public Relations

Target Audiences

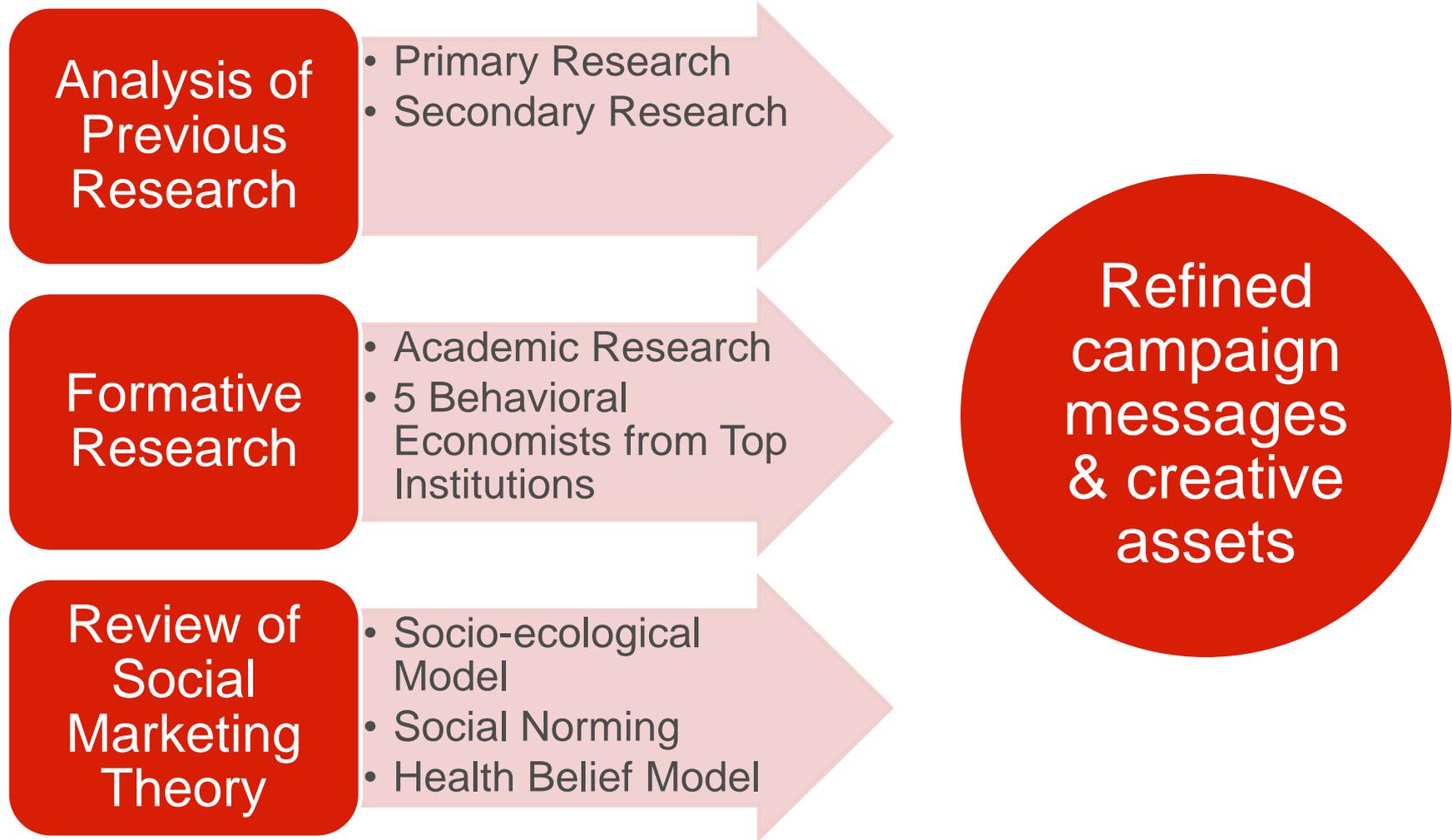


Flood Insurance: The Challenge



- Policy growth has **flattened**, revealing a need to **re-examine** how we apply **behavior change theory** to reach and motivate at-risk consumers.

Understanding the “WHY?”



Formative Research Learnings

- The errors people make in mitigating against low-probability, high-consequence risks emanate from fundamental limitations in how we learn from the past, foresee the future, and make trade-offs in time.
- The ability to make optimal mitigation decisions are hindered by one – or a combination – of three deep-rooted categories of biases:
 - Misperceptions of personal risk
 - Misperceptions of the severity of the consequence/impact (both physical and emotional) of the hazard if it were to occur
 - Procrastination in implementing the mitigation

Ways to Overcome the Barriers

- Vividly personalize the consequences of not mitigating your risk.
- Focus on the avoidance of regret, rather than fear or the benefit of peace-of-mind.
- Close the gap between the future and the present.
- Get the message in front of people when the decisions are being made.
- Consider humor as a means to break through and break down defense mechanisms.
- BONUS: Foster a culture of safety.



So...what does this mean for the overall campaign approach?

New Creative

Prepare for the consequences, or be prepared to live with them

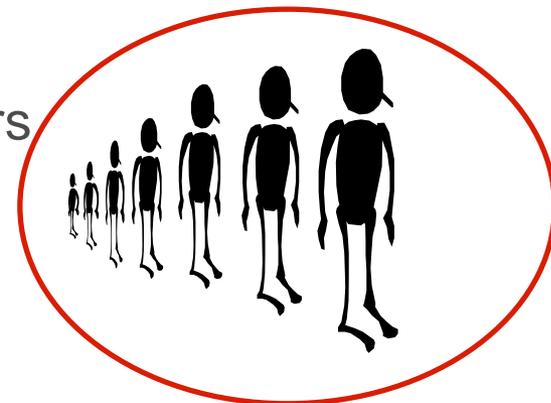
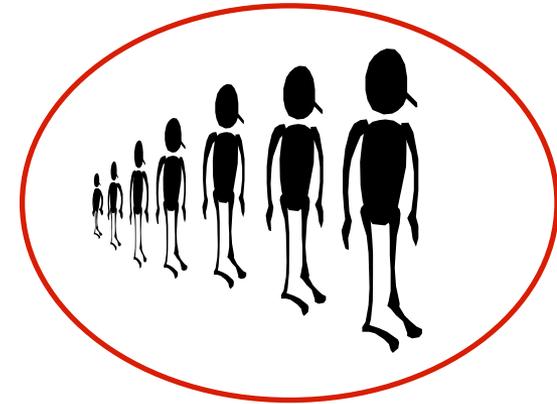
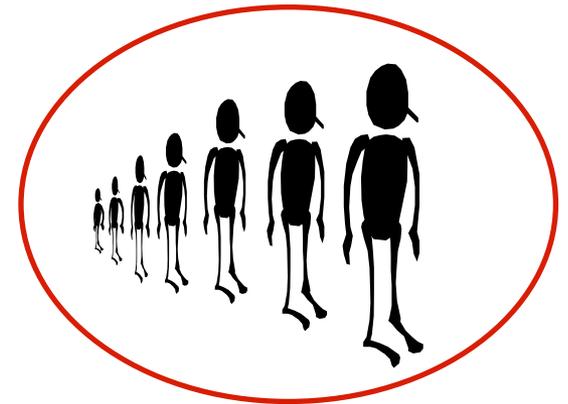
- **Clearly communicates** message through the narrative and the use of characters.
- Is **unique** in its use of characters to highlight the consequences of flooding.
- **Highly motivates** consumers to learn more about their flood risk and insurance options after viewing the campaign.
- Uses characters that are **relevant and appropriate** to homeowners who have and have not experienced floods.

Revised Paid and Earned Media Efforts

- **Paid Media:** More focus on the consequences of flooding, including the physical, financial, and emotional consequences.
- **Earned Media:** Public relations efforts were refocused on the hyper-local level — identifying new influential voices and channels, building new partners and commitments, personalizing risk, and complementing messages from more tailored digital, paid media, and direct mail efforts.

Segmentation

- A tiered market strategy was developed to help assign the appropriate level and mix of campaign resources to areas of highest risk and opportunity, based on multiple factors including:
 - Purchase propensity specific to flood insurance
 - Estimated penetration of policy holders
 - Volume of property structures
 - Media efficiency



New Approach

- **Theory:** application of socio-ecological theory to ensure our message is delivered through peers and trusted sources of intermediaries such as Chambers of Commerce, private sector agents, and local associations.
- **Objective:** develop stronger, more equitable partnerships to educate and motivate consumers in target markets.

Target Community Segmentation

Commitment of local stakeholders and insurance agents

Relevant events and flood anniversaries

Media landscape

Policies in force

Community Assignments

Location		Focus	Support Level
Florida	Miami-Fort Lauderdale	Agent	2
	West Palm Beach-Fort Pierce	Agent	
	Fort Myers-Naples	FPM	
	Tampa-St. Petersburg	Business	
	Orlando-Daytona Beach-Melbourne	Business	
	Jacksonville	Military	1
Georgia	Atlanta	Agent	2
Louisiana	Lafayette, Lake Charles	Agent	2
	New Orleans	Faith	
	Baton Rouge	Faith	
North Carolina	Charlotte	Agent/FPM	2
	Raleigh-Durham-Fayetteville	Agent	
	Winston Salem-High Point-Greensboro	Faith	
South Carolina	Columbia	FPM	2
Tennessee	Chattanooga	Agent/FPM	2
	Jackson	Agent/FPM	
	Knoxville	Agent/FPM	
	Nashville	FPM/Recovery	
Texas	Dallas	FPM	2
	Corpus Christi	FPM	
	Beaumont-Port Arthur	Business	
	Harlingen-Weslaco-Brownsville-McAllen	FPM	
	Houston	Business/FPM	
Virginia	Newport News, Norfolk, Portsmouth	FPM	2
	Richmond-Petersburg	Agent	

Spotlight Communities

Jacksonville, Florida

Houston, Texas

Sandy-affected city/region (to be determined)

Level 2:
Target Communities

- All tiered communities

Level 1:
Spotlight Communities

- Select pilot communities

FloodSmart Offerings

Co-branded advertisements

Co-branded sponsorships/materials

Co-branded direct mail templates

PSAs (general and locally-targeted)

Earned media support materials

Agent and industry marketing tools

Metrics for Success

Quantitative and qualitative key performance indicators (KPI) will be measured

Response

- Response based metrics: FloodSmart.gov visits, clicks, time spent on community resources web page
- Response based metrics: Agents.FloodSmart.gov visits to clicks, time spent on agent resources pages
- Conversion based metrics: Downloads from tool kit, leads from web traffic originating from shared tools
- Increase in number of links to FloodSmart.gov from new partners

Policy Growth

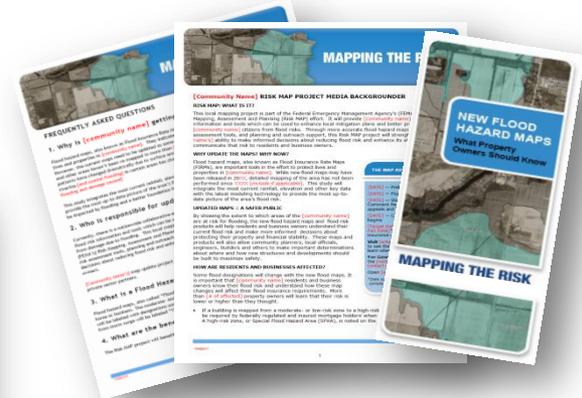
- New sales, lapses, winback, and retention from one period to another
- Sales rate by geography

Program Growth

- Stakeholder feedback
- More referrals and referral agents
- More media impressions: earned media & PSAs
- Grow number and scope of engaged partners
- High visibility reach and exposure, national/local (spotlight communities)
- Ability to scale and replicate tactics

Application

In order to further increase flood awareness and build stronger, more disaster-resilient communities, community engagement activities will continue to build throughout 2013, incorporating new campaign creative and resources tailored for local communities.



Questions and Comments



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