



UCM Challenge

Overview

Our vision at State Farm® is to help more people, in more ways...forever. Not an easy task as customer expectations continue to evolve and new technologies continue to emerge. At State Farm, we're committed to adapting to the ever-changing landscape while maintaining our position as marketplace leader – leveraging human interaction and digital capabilities to meet our consumers' needs.

One of our competitors is currently outpacing us in brand recognition with future Gen Z customers; however, State Farm's efforts in spaces like gaming and music are helping close the gap. According to a JD Power 2020ⁱ Insurance Shopping Study, the most impactful way to build awareness is through brand reputation. Brand reputation is the innate, often passive, aspects of a brand that drive a connection with consumers. Our internal research identified the top brand image attributes as being trustworthiness and reliability - attributes that State Farm ranks well with among current consumers.

Objective

"Like a good neighbor, State Farm is there.®" is our most distinct brand asset and represents our best-in-class service and persona as the good neighbor--who listens, understands, and acts in the best interest of our customers and communities. To be successful, we must continue to increase brand awareness, trust, and positive brand perceptions to "be there" for future generations.

Growing up in a digitally connected world, Gen Z's expectations for what it means for a brand to "be there" are ever-changing. Our research indicates that these young consumers are not ready to navigate uncertain financial waters and are often unaware of the life risks they need to manage as they enter adulthood: buying their first car, renting their first apartment, saving for a home, getting married, etc. State Farm is constantly seeking meaningful ways to connect with these customers and to help them prepare and feel confident as they enter adulthood.

Challenge Question

Select one marketing tactic (e.g. channel, outlet, influencer) State Farm should consider exploring to "be there" for the Gen Z generation. Pitch your campaign idea for creating "we're there for you" brand-authenticity and the marketing tactic you are recommending.

Example platforms to reference

Gamerhood

Jake from State Farm on TikTok

Video Games (live service games, in-game sponsorships, metaverses)

- [Raiding for Good](#)

Jake in NBA2K

- [Overview + Sizzle Reel](#) (Scroll to Media Subhead)
- [Meet Jake from State Farm Quest](#)
- [Dress like Jake from State Farm Quest](#)

NGHBR GOODS Store

[Twitch](#), [YouTube Gaming](#)

[Instagram](#), [Jake Instagram](#) (and [Instagram Reels](#))

[YouTube](#) (and [YouTube Shorts](#))

Influencers:

- [Zach King](#)
- [Wisdom Kaye](#)
- Chris Olsen: [1](#) / [2](#)
- [Liv Pearsall](#)
- [Khaby Lame](#)
- [Nava Rabago](#)

iHeartMedia and State Farm collaboration

- [Fortnite Trailer](#)
- [Roblox Live Walkthrough](#)

Questions to consider

- What are the potential risks (internal and external) associated with the tactic you have chosen?
- As technology continues to advance, how have customer expectations evolved?
- With the recent customer preference evolution, how has the preferred method of communication adjusted?
- How does the State Farm marketing approach to Gen Z compare to other Fortune 50 companies?
- What are examples of related technologies or capabilities that State Farm has not taken advantage of that would enhance customer experiences?

ⁱ “Direct-to-Consumer Auto Insurers Take Top Honors in Shopping Study as New Normal Arrives for P&C Industry, J.D. Power Finds,” <https://www.jdpower.com/business/press-releases/2020-us-insurance-shopping-study>, accessed on April 5, 2023.