

PROGRESSIVE[®]

Driver's Ed

In its first campaign to target Gen Z, Progressive tapped into Ed Helms' musical talents for an all-digital campaign, Progressive Presents: Driver's Ed with Ed Helms. A series of three music videos, each song features an important insurance lesson – in true Progressive fashion.

When tasked with targeting one of the largest generations, we knew we had to meet Gen Z where they engage and become engrossed in fresh content daily – online. And while they can quote *The Office* in their sleep, car insurance typically isn't the next TikTok video they are watching.

Thus, the partnership with Helms to write funny songs about the otherwise mundane, dull insurance facts they need to know, was born.

The campaign, rooted in Gen Z insights of where and how they consume media, underscores Progressive's commitment to making insurance and insurance knowledge accessible to all, especially to future young drivers.

PROGRESSIVE
presents
DRIVER'S ED
with **ED HELMS**

