

Monster To-Do

Everyone can relate to their to-do list being a hassle. That nagging feeling in the back of your mind that follows them everywhere. But when you're a small business owner, it's on an entirely different level. It's not just a run-of-the-mill pain in the neck. Nope. Your to-do list can turn into, well...a bit of a monster. So in order to help small business owners realize that getting a quote from Progressive is the easiest thing on their never-ending to-do list, we personified the character of a Monster To-Do List. It's clumsy. It's annoying. It has no concept of personal space. But it can also save you money with a quote from Progressive, so...maybe it's not so bad after all.

