

# PROGRESSIVE MONSTER TO-DO LIST



## CHALLENGE

Grow Progressive's direct commercial auto business by compelling business owners to quote their insurance online. The problem? Most business owners felt commercial insurance seemed too complicated and time-consuming to do without professional help - and therefore could not fit into their busy lives.

## IDEA

Everyone can relate to their to-do list being a hassle. That nagging feeling that follows you everywhere. But when you're a small business owner, it's on an entirely different level. It can be a bit of monster. A never-ending nuisance they can't escape.

## EXECUTION

In order to help small business owners realize that getting a quick quote from Progressive is the easiest thing on their out-of-control to-do list, we showed we understand just how ridiculous it can get in TV, Print and Radio. The result: It worked.



**#1**  
Market Share for  
Commercial Auto  
(EOY 2023 Results)

**4.9%**  
Increase in  
Commercial Auto  
Direct Premiums Written  
(YOY 2022 to 2023)

