

PROGRESSIVE[®]



Secret Client

For this campaign, we paired an absolute icon...a star...a beloved staple in homes across America for as long anyone can remember with...Barbie. That's right, Flo and the Progressive squad partnered with Barbie in the lead-up to the blockbuster movie event of summer 2023, to let everyone know that, while they may not own a bubblegum pink house in Malibu, they can still bundle their Dream House and Dream Car with Progressive for savings and protection.

