



**Allstate**<sup>®</sup>

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# Motorcycle ONE Campaign

*“Once Is Never Enough”*

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# Motorcycle ONE Agenda



- Campaign Overview and Objectives
- Why?
- Campaign Tactics
- Results

**ONCE IS NEVER ENOUGH**

**WATCH FOR MOTORCYCLES**

**9%** MOTORCYCLE FATALITIES INCREASE = NEARLY 5,000 DEATHS IN 2012

X 1,000

**46%** OF ALL MULTI-VEHICLE MOTORCYCLE CRASHES OCCUR AT INTERSECTIONS

**REMEMBER TO ALWAYS LOOK...**

Left  
Right  
And left again  
Before crossing an intersection

**BECAUSE LOOKING ONCE IS NEVER ENOUGH**

The poster features a yellow diamond-shaped warning sign at the top with the text 'WATCH FOR MOTORCYCLES'. Below the sign, there is a graphic of a traffic light pole with several lights. To the right of the pole are five human silhouettes, with the text 'X 1,000' below them. Below the traffic light pole, there are two silhouettes of motorcyclists. The poster is divided into sections by horizontal lines with diagonal hatching. At the bottom, there is a silhouette of a car and the text 'BECAUSE LOOKING ONCE IS NEVER ENOUGH'.



# Campaign Overview and Objectives

- Help reduce number of motorcycle crashes involving other vehicles at intersections
- Communicate simple, actionable safety message to riders and drivers: look twice for motorcycles, because *once is never enough*
- Increase consumer engagement with Allstate Motorcycle Facebook page, Rider Risk Map
- Create positive exposure and local presence for Allstate and Allstate agency owners

# Why Motorcycle ONE?



- Motorcycle registrations steadily increasing
- An average of three motorcyclists a day killed at intersections
- From 1997 to 2011, motorcyclist fatalities more than doubled (2,116 to 4,612)<sup>1</sup>
- Yet total traffic fatalities dropped by 23% (42,013 to 32,367)<sup>1</sup>
- Fatalities depend on amount of travel and safety of that travel
- Since 2009, Motorcycle ONE campaign evolved from general awareness program to more permanent safety installations
- Countrywide, Allstate insures approximately 500,000 motorcycles
- In Illinois, Allstate insures nearly 25,000 motorcycles

# Campaign Tactics



## Local installation events

- Utilized local DOT crash data to determine collision frequency, dangerous intersections
- Install permanent warning signs at determined locations to increase awareness of motorcycles
- 147 signs in 16 states since June 2012
- Eight sign installations in Illinois (metro Chicago) since 2011
- Active engagement of Allstate agency owners as spokespeople in specific markets
- Collateral material (decals, window clings, etc) to hand out at installation events or at agent office

# Local Installation Events

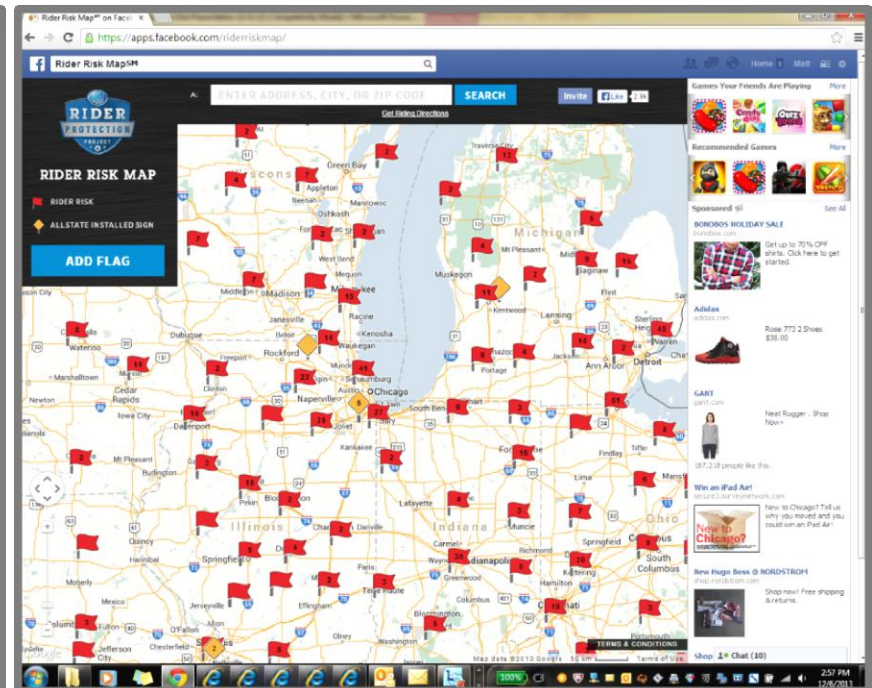
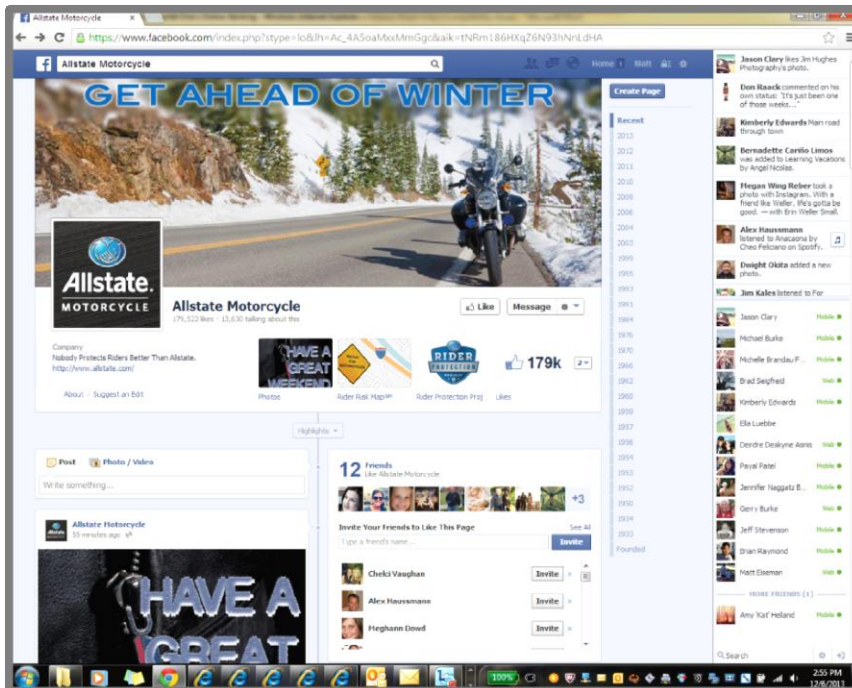


# Campaign Tactics (cont)



## Allstate Motorcycle Facebook page

- Launched Rider Risk Map<sup>SM</sup> in 2013
- Community can view current *ONE* installations across the United States AND flag potential road hazards, engage in dialogue





# Results

## Prevention

- Tennessee DOT first partner jurisdiction to release findings (2013)
- First year of having signs installed (2012), motorcycle crashes have dropped to 0 at all three signed locations

## Traditional Media

- More than 28 million earned media impressions

## Social Media

- Nine installation posts generated 17K+ “likes” and 15K+ “shares”
- Facebook fan increase of 7.3% since January 2013





# QUESTIONS?

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