

Mercury Insurance Goes National with New Ad Campaign to Save Consumers Cash

Mercury launches highly targeted, first-ever national marketing campaign and debuts new logo.

Los Angeles, Calif. ([PRWEB](#)) January 08, 2015 -- Mercury Insurance, one of California's top auto insurance providers, announced today it has launched its first-ever national advertising campaign. The company, with operations in 13 states representing approximately 56% of the U.S. population, cites technological improvements and increased sales opportunities as two of the reasons it has decided to pursue a national audience.

“Consumers across America shop for insurance every day and they’re looking for good coverage at an affordable rate from a company they can trust,” says Erik Thompson, Mercury’s advertising director. “Mercury is one of the most respected and trusted companies in America and has been saving families money on their insurance for more than 50 years, while also providing first class service. And we are well-positioned to meet consumer demand, whether they want to shop online, through a local agent or over the phone.”

The ad campaign titled “Mercury Mission” is a series of six commercials that introduce Mercury agents as superheroes – smart and highly trained insurance professionals who help consumers save money and understand a very complicated subject. The goal is to educate consumers about the trust Mercury and its agents build with customers and the benefits of choosing Mercury as their insurance provider. Created in partnership with Kovel/Fuller, and with media strategy and planning by Palisades Media Group, the campaign will be launched through television and digital ads, and supported by public relations and sponsorships.

“It’s an entertaining campaign that has been tested and is currently running in California,” says Thompson. “It’s a great way to introduce Mercury to the rest of the country.”

Today’s announcement follows Mercury’s recent news that it will be one of the Official Broadcast Partners of AXS TV’s live music festival coverage, which includes the Coachella Valley Music and Arts Festival, Stagecoach Country Music Festival and the New Orleans Jazz & Heritage Festival, among others.

“Our partnership with AXS TV is a great example of how we’re going to compete with our larger competitors and their bigger ad budgets,” says Thompson. “We’ll be outspent, so we have to hyper-integrate with partners. The AXS TV deal provides us with an opportunity to directly connect with a passionate fan base and encourage them to sample our insurance products through AXS’s many media platforms – TV, ticketing, digital, social and the live events – to create an engaging experience for consumers.”

A refreshed Mercury logo, designed by CMg Design, will be unveiled with the new campaign to help consumers more easily identify the brand. According to Thompson, the new logo is versatile and better fits today’s digital media platforms, while paying homage to the company’s past and signifying Mercury’s move forward into the future.

ABOUT MERCURY INSURANCE

Mercury Insurance (MCY) is a multiple-line insurance organization predominantly offering personal automobile, homeowners and commercial insurance through a network of independent agents in Arizona,



California, Florida, Georgia, Illinois, Michigan, Nevada, New Jersey, New York, Oklahoma, Pennsylvania, Texas and Virginia. Since 1962, Mercury has specialized in offering quality insurance at affordable prices. For more information visit www.mercuryinsurance.com.



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