

GEICO

(new program on The History Channel)

Client Challenge

Help GEICO double its Motorcycle new business policy growth, within a limited peak selling season of less than six months, using a conservative budget investment.

Impact of the Horizon Media Solution

- Our solution helped GEICO exceed by double-digits its extremely aggressive goals.

Our Approach

- Develop a highly targeted program to minimize waste, maximize impact and call to action.
- Maximize GEICO's investment while delivering targeted program environments.
- Extend our approach to additional consumer touch-points such as on-line and gaming in a cost-effective way by leveraging strategic network partnership opportunities to maximize our national television investment.
- Create a cross-media platform that provided GEICO Motorcycle with several unique and non-traditional channels of opportunity.

Our Solution

- Secured a television sponsorship of A&E's "Kneival's Wild Ride," a reality-based series yet to launch showcasing Robbie Kneival, including the ability to showcase GEICO within the program.
- Integrated a 3-D Viral Kneival game.
- Developed an online tie-in with program tune-in and gaming trial promotion.
- Secured GEICO presence on Robbie Kneival mini-site.
- Sponsored A&E Video on Demand.
- Developed promotional sponsorship tie-ins.
- Negotiated event-marketing opportunities that provided significant added-value such as Kneival screenings and site presence at key Bike Weeks across the country.