

# Case Study: **Jewelers Mutual**<sup>®</sup> INSURANCE GROUP — SINCE 1913 —

## Objective

Building off the success of our initial partnership, Jewelers Mutual once again enlisted Vistar to help drive increased awareness, consideration and purchase intent for its policies among those who were likely to have recently purchased high-value jewelry.

## Approach

- Leveraged Vistar’s geospatial technology to define a custom audience of “Emerging Affluents — Investment Protectors,” comprised of consumers who visited high-end jewelry stores such as Pandora, Helzberg Diamonds and Tiffany & Co., and likely made a purchase they’d want to insure
- Analyzed their movement patterns and activated digital out-of-home and mobile media when and where they were most likely to be throughout the day

## Key Insights

- Both campaigns proved impactful at the top of the funnel, generating lifts across awareness, consideration and purchase intent. However, all key metrics for the second campaign were significantly higher than the levels of the first, highlighting the importance of sustaining media saturation in target markets year-over-year, in order to drive consumers down the purchase funnel.

## Results



+29% LIFT  
AWARENESS



+35% LIFT  
CONSIDERATION



+20% LIFT  
PURCHASE INTENT

### Year-Over-Year Analysis

