

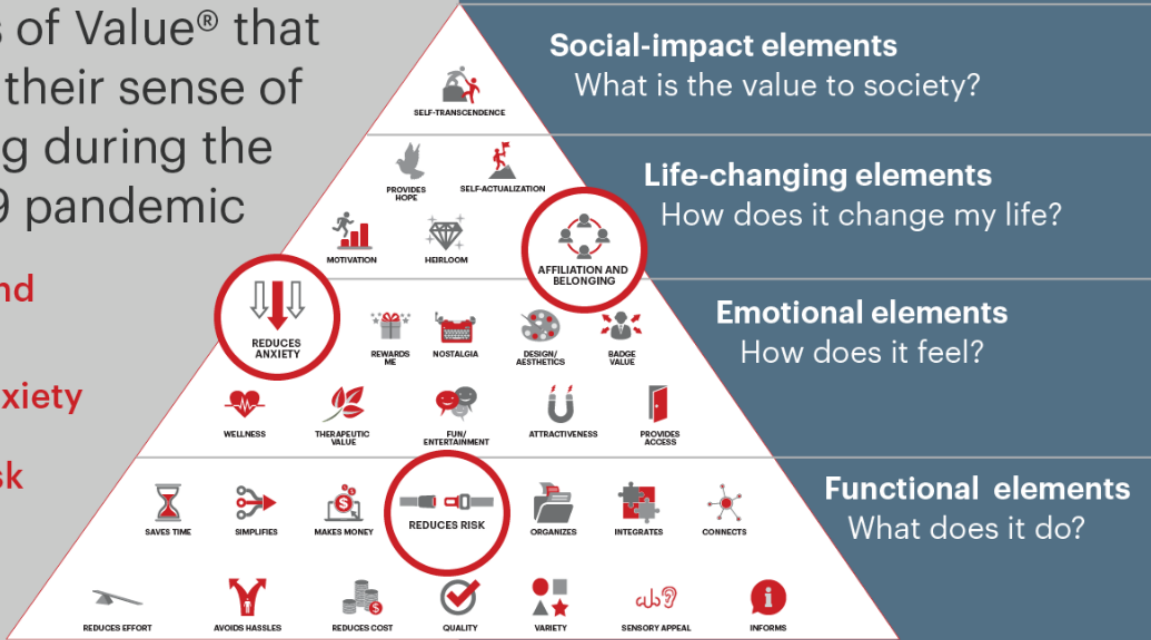
A leading consumer behavioralist has assessed consumer needs during this pandemic:

Consumers are looking for Elements of Value® that enhance their sense of well-being during the COVID-19 pandemic

Affiliation and Belonging

Reduces Anxiety

Reduces Risk



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His analysis includes the recommendation that advertisers maintain a strong brand presence during the pandemic to show affiliation and stability in tough times.

Key points that underline that advice for Allstate agents are:



Consumer usage of mobile devices has spiked and focus on those screens is less distracted.



Driving brand awareness now will show your agency's strength, stability, and resilience during this time of uncertainty.



There is still a need for insurance, and agents are making brand investments to reach the hearts & minds of consumers who will be shopping for months to come.



Consumers who have been hit financially will be looking to cut costs and find savings.

Every crisis generates opportunity. Take this opportunity to step up and show your strength. We can help.