

Media that outsmarts your Competition

NJM, a regional insurer, competes with national giants like Geico and Progressive, who outspend them 10:1—requiring a smarter, more efficient media strategy to win.

Mediassociates addressed this by deploying our Precision Branding approach to re-engineer NJM's media. We introduced advanced audience segmentation, data-driven targeting, personalized messaging, and integrated forecasting and measurement for continuous optimization. By focusing on high-value segments—such as newly independent renters—and leveraging location intelligence, we reduced waste and improved targeting efficiency. We also shifted investment from linear TV to digital video and activated strategic partnerships to deepen engagement.

The result: record performance for NJM—doubling sales versus goal while reducing cost per acquisition by 41%.

By demonstrating how smarter media can overcome pure spending power, we were honored to be awarded the 2024 *Media Plan of the Year* by MediaPost.

 MediaPost

**MEDIA PLAN
OF THE YEAR
2024**

 mediassociates

