Effie Case Study: Why Progressive and Arnold Have Relied on Flo for 15 Years

> Leaders from Glossier, Shopify, Mastercard and more will take the stage at Brandweek to share what strategies set them apart and how they incorporate the most valued emerging trends. Register to join us this September 23–26 in Phoenix, Arizona.

In April 2020, as the Covid-19 death toll surpassed half a million and the country wrestled with uncertainty, confusion and a new thing called social distancing, brands were scrambling for an advertising message that would suit the edgy national mood. Most defaulted to clichés: “We’re all in this together,” “In these trying times,” “We’re there for you,” and so on.

But not Progressive. That month, the insurance giant aired a 30-second spot titled “WFH—Tech Issues.” It featured Flo, the brand’s long-established mascot, and her colleagues struggling to get a video conference off the ground, beset by all the problems we know so well: frozen screens, background noise, interruptions, the whole bit.

It



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