Liberty Mutual and ANTIQUES ROADSHOW: Brand alignment and lead generation over 15 years of partnership

GOALS
- Leverage the natural alignment between ANTIQUES ROADSHOW appraisals and an insurance company
- Provide an opportunity for Liberty Mutual to engage directly with prospects in a relaxed, friendly atmosphere
- Align the heritage of two highly respected brands

PBS SOLUTION
Create a customized sponsorship package for Liberty Mutual that targets ANTIQUES ROADSHOW's large and devoted audience, on air and online, and offers the personal connection and lead generation opportunities at on-site tapings

SUCCESS STORIES

2004 – 2020

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ACTIVATION

Linear TV: Liberty Mutual created custom video creative addressing protection of valuables and highlighting their support of ANTIQUES ROADSHOW. The spots aired at the beginning and end of every ROADSHOW episode, weaving together the two brands and reminding fans that Liberty Mutual helped make the show possible

Every year, Liberty Mutual traveled to ROADSHOW events across the country to meet and engage with prospects
- Booth: Thousands of attendees interacted with local Liberty Mutual agents at the onsite Liberty Mutual booth. The booth provided local agents the opportunity to engage with potential customers in a relaxed atmosphere, answering insurance questions, distributing materials, and most importantly, generating highly qualified leads

- Visibility at Events: Liberty Mutual’s logo was displayed prominently throughout each event, with signage on the grounds, in event guides (including a full-page ad), on every attendees’ ticket, in the hundreds of thousands of emails sent each year to ticket applicants and winners, and more

- Tickets: Liberty Mutual received tickets to each event to distribute to employees and customers, as well as special behind-the-scenes “VIP” tickets to give to key clients or high performing employees

Digital: Online display ads, pre-roll digital video and linked logos on the ROADSHOW website on pbs.org drove traffic to Liberty Mutual’s website

Social: Liberty Mutual tapped into ROADSHOW fan conversations on social and become “a fan hero” by responding to users in real time with comments and free tickets