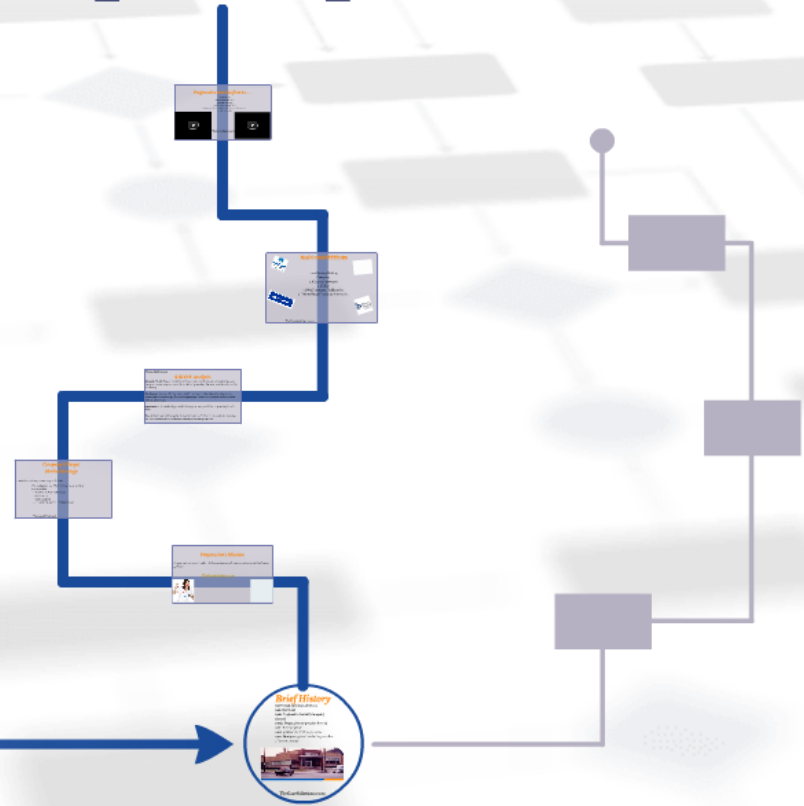


Thecasesolution.com

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# Progressive, 2007-2013

Auto Insurance

TheCaseSolutions.com

A background of a faded flowchart with various shapes like rectangles, diamonds, and ovals connected by arrows.

# Progressive, 2007-2013

Auto Insurance

TheCaseSolutions.com

# *Brief History*

**1937**-Joseph Lewis & Jack Green

**1951**-Cleveland

**1956**- Progressive Casualty Company  
formed

**1960's**-Progressive corporation formed

**1971**- Became public

**1987**- \$1 billion in written premium

**1992**- Newly recognized as the largest seller  
of auto insurance



**TheCaseSolutions.com**

# *Progressive's Mission*

*"Progressive's mission is to reduce the human trauma and economic costs associated with auto accidents."*

*TheCaseSolutions.com*



# *Company & Target Market Strategy*

- With their ads, Progressive targets all adults.
  - The companies use different strategies to get their customers like:
    - Traditional/digital advertising
    - Social media
    - Public relations
    - Internal and external communications

## ***S.W.O.T. Analysis***

**Strengths:** The distribution channel is very strong, Strong workforce of over 25,000 employees, Uniqueness in insuring cars, motorbikes, & boats; Sponsorship of various events has enhanced its brand image

**Weaknesses:** Cannot easily scale to compete with large competition, Operation expenses are impacting their profit margin, Focus on few geographies limits their strengths and it has had its share of controversies

**Opportunities:** New technology (mobile technology) creates possibilities in up-scaling the value chain

**Threats:** Tough competitive position, Increasing insurance frauds can increase their claim losses, Increased incidence of natural disasters testing claims paying capability

# MAIN COMPETITORS



1. 21st Century Holding Company
2. Allstate Corporation
3. GEICO
4. GMAC Insurance Holdings Inc.
5. Liberty Mutual Insurance Companies



# *Progressive was the first to.....*

- Android app
- 'Name Your Price' tool
- Pet Injury coverage
- "Talk to Me," a (VOIP) tool.
- Motorcycle, boat and personal watercraft insurance in real time online



YouTube

TheCaseSolutions.com



YouTube



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