



**IF YOU REMEMBER NOTHING ELSE, THIS CAMPAIGN SHOULD...**

Purpose	<b>Communicate</b> to homeowners <u>who</u> Kin is (a homeowners insurance provider), <u>why</u> they should believe (in us), and <u>what</u> we want them to do (sign up for a quote on kin.com)
Current Mindset	<b>Who</b> currently feel angry, anxious, and overlooked amid insurers' exit in climate-exposed markets, leaving limited options for home insurance coverage
Desired Mindset	<b>We want to</b> shift consumers' perspectives about home insurance providers, showcasing Kin as the go-to option for fast, stress-free coverage that saves them money and keeps them protected.
Desired Behavior	<b>Visit</b> kin.com for a quote. With Kin, homeowners get a quick, personalized quote that fits their budget.
Key Message	<b>By communicating</b> , Kin is different. With Kin, homeowners can finally get home insurance coverage that's fast, tailored to their needs, and affordable - providing them protection and peace of mind.

**PROJECT OVERVIEW**

<b>Who is Kin?</b>	Founded in 2016, Kin is the only pure-play direct-to-consumer insurtech focused on the \$110 billion homeowners insurance market. Kin makes home insurance more convenient and affordable by cutting out administrative and agent-related expenses. Customers receive a direct, frictionless experience through Kin's technology platform, which instantly draws on thousands of data points to evaluate each home's risk profile and price policies accurately. This is particularly important for homes that are hard to insure, including those that are impacted by severe weather events caused by climate change. Kin, equipped with good algorithms and quality data, can operate in high-risk places and help customers prepare for the worst and recover quickly when it happens.
<b>Why are we doing this?</b>	Kin is tapping into the influence of celebrity by collaborating with Ty Pennington to enhance local awareness and forge stronger connections with consumers who are either unfamiliar with Kin or hesitant to trust us as a home insurance provider. This campaign aims to showcase our value propositions, ultimately driving lead generation and fostering meaningful customer relationships.
<b>What's our goal with this campaign?</b>	<b>Primary Objective</b> <ul style="list-style-type: none"><li>• <b>Establish local authority and increase leads:</b> Leverage Ty Pennington's celebrity to drive awareness of Kin's presence as a home insurance provider in their state while significantly increasing leads and prospective customer engagement.</li></ul> <b>Secondary Objective</b> <ul style="list-style-type: none"><li>• <b>Enhance Brand Recognition:</b> Utilize Ty Pennington's endorsement to elevate</li></ul>



	Kin's brand recognition, credibility, and consumer connections, creating a powerful and unified impact in the competitive insurance landscape.
<b>Who are we talking to?</b>	<p>-Eligible homeowners who live in markets where Kin is currently available: Florida, Louisiana, South Carolina, Mississippi, Alabama, Arizona, and Virginia.</p> <p>-Kin appeals to customers of all ages, with an average customer age of 57, which is unusual for DTC brands that typically serve younger people.</p> <p>-Our customers have relatively high spending power, embrace tech, and generally recommend businesses they love to their friends and family.</p>
<b>Why should they believe in us? (Value Props)</b>	<ul style="list-style-type: none"><li>• <b>Affordable Rates:</b> While competitors raise prices, Kin offers affordable premiums, helping homeowners save. (On average, our customers save \$835*)</li><li>• <b>Personalized Policies:</b> Kin offers customized coverage that meets the needs of every homeowner.</li><li>• <b>Quick and Easy:</b> Kin's hassle-free, streamlined process helps homeowners get a quote online quickly.</li><li>• <b>Comprehensive Coverage:</b> Kin protects your home from a wide range of events - from the unexpected (like a burst pipe) to the unavoidable (like hurricanes), Kin has you covered.</li><li>• <b>Reliability When It Matters:</b> Kin's commitment sets us apart. We're here to stay, ready to help when you need us most.</li></ul>
<b>What do we want them to do? (CTA)</b>	<p><b>Get a quote on Kin.com.</b> You don't have to use that exact CTA. Variations could include:</p> <ol style="list-style-type: none"><li>1. Your home deserves the best. Get a quote now at kin.com - we've got you.</li><li>2. Visit kin.com for a quote today; your wallet will thank you</li><li>3. Don't wait! Get a quote today at kin.com</li><li>4. Get affordable, personalized coverage today on Kin.com</li><li>5. Discover unbeatable savings. Get your quote at kin.com</li><li>6. Visit Kin.com and get a quote today</li><li>7. Visit Kin.com and get coverage for any situation</li><li>8. Visit Kin.com today and see what you could save.</li><li>9. From the unexpected to the unavoidable, Kin has you covered. Visit Kin.com for a quote today</li></ol>
<b>How do we express ourselves?</b>	<ul style="list-style-type: none"><li>• <a href="#">Brand tone of voice guide</a></li><li>• <a href="#">Brand overview</a></li><li>• <a href="#">Brand design guidelines</a></li><li>• <a href="#">Brand toolkit</a></li></ul>
<b>Considerations</b>	-Specific creative concepts should effectively communicate Kin's identity, services,



	<p>and unique differentiators, compelling consumers to take action and get a quote on kin.com.</p> <p>-Integrate the brand (Kin) and product (home insurance) early in communications (best practices for TV advertising in first 5 seconds).</p> <p>- Find ways to showcase/creatively express our brand throughout each spot so consumers can easily see who we are and it's obvious that we sell home insurance. (Research shows adding a brand watermark in a spot can lift consumer response. This works because people may be partially distracted or even mute the volume on their TV, and in some cases, viewers could lose interest before the brand name is shown. <a href="#">Example</a>. Also, linking the brand name throughout the spot can engrain a connection between the product and the brand)</p> <p>-This is a direct-response campaign. Unlike brand awareness marketing, which aims to generate interest in a product or service over time, we aim to drive an immediate customer response. The purpose of this campaign is to encourage consumers to take action and visit kin.com for a quote.</p>
<b>Competitors</b>	<ul style="list-style-type: none"><li>• <a href="#">Hippo</a></li><li>• <a href="#">Lemonade</a></li><li>• <a href="#">American Family Insurance</a><ul style="list-style-type: none"><li>○ We don't normally include AmFam in our comp set, but they have a partnership with the Scott Brothers that's worth noting.</li></ul></li></ul>
<b>Deliverables</b>	<p>-Use Kin's value propositions to develop 3-4 creative concepts that are not only easily identifiable but can also be expressed through a variety of distribution channels (i.e., direct mail, social, paid digital ads, etc.)</p> <p>-Video assets may be used in OTT advertising, local tv ads, online digital advertising, and/or Kin's social media channels. Additionally, video assets may be shared with the media as part of our PR outreach. Final video deliverables need to include:</p> <ul style="list-style-type: none"><li>• One 30-second video spot that directly focuses on Kin's value props (i.e., personalized quotes in minutes, save money, it's easy to sign up, etc.) and that has a direct response CTA (visit kin.com and start saving today).</li><li>• Three 15-second video spots, each highlighting a different key differentiator for Kin.</li><li>• B-roll and outtake footage from the production day</li><li>• Minor edits to an existing Kin video</li></ul>



---

	<p>Photography assets secured during the production day will be used in the following ways:</p> <ul style="list-style-type: none"><li>• Used as part of Kin’s marketing outreach, which includes print (direct mail), billboard advertising, digital campaigns, and paid social media advertising</li><li>• Used on Kin’s website</li><li>• Used on Kin’s social media channels as organic content (<a href="#">LinkedIn</a>, <a href="#">Twitter/X</a>, <a href="#">Facebook</a>, and <a href="#">Instagram</a>)</li><li>• Used in emails campaigns to both prospective and current Kin customers</li><li>• Distributed to media along with press releases and company announcements</li></ul>
<b>Timing</b>	<ul style="list-style-type: none"><li>• Select creative and production agency partners - 1 week: Aug. 14-18</li><li>• Creative development, which includes script and storyboard creation - 2 weeks: Aug. 18-Sept. 1</li><li>• Pre-production (crewing, etc.) - 2 weeks: Aug. 14-25 (takes place in parallel with creative development)</li><li>• Tech/location scout - 3 days: Aug. 28-30 (we may be able to roll this into our pre-production work or eliminate altogether)</li><li>• Pre-production meeting - 1 day: Sept. 6</li><li>• Pre-production prep - 3 days: Sept. 6-8</li><li>• Shoot and wrap - 1-2 days: week of Sept 11</li><li>• Post-production - 2 weeks: Sept. 18-30 (can start post-production earlier, just depends on the exact date of we shoot)</li><li>• Campaign launch: Oct. 26</li></ul>