

Hult Marketing: Brand X Proposal

Lucas Auchstetter, Natasha Lee, Max DeCuna, and Katie Fredrich

Objective: People who rent out vacation properties are uninformed that home-owners insurance does not cover these properties. We aim to fill in the gap with our brand.

- Middle class and upper class
- Above the age of 30
- Retired folks
- People who own multiple living spaces

RUBBER DUCK

Mission Statement: Rubber Duck Insurance aims to ensure one thing for our consumers- to keep them afloat. Much like an actual rubber duck for a child's bath, our insurance is non-threatening. We are there for you, but we are non-intrusive. We aim to be simple but reassuring, straight forward but effective.

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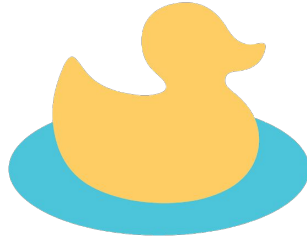
- Not too serious
- Comforting
- Not intrusive
- Always there for you

“Keeping you afloat”

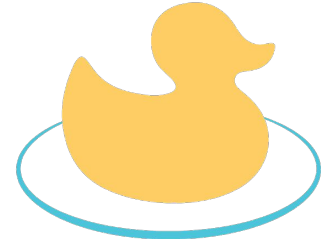




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- Google and Google Adwords



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 By Jason Alderman



One common misconception among many people who rent their homes is that they are covered under their landlord's insurance in case of an accident, burglary, or other disaster.

Let me dispel that myth and a few others as well. The truth is:

- Landlords typically only insure the building and any fixtures they own within it, so renters are responsible for any lost or damaged possessions.
- If someone has an accident in your apartment — or even gets bitten by your dog — you're the potentially liable party.
- Your roommates must have their own policies or be named on yours; otherwise their possessions and liability are not covered.

Given this level of risk exposure, it's surprising more tenants aren't insured; by some estimates, up to two-thirds go without coverage. That tide is beginning to change, however, as more and more landlords now require rental insurance.

For the peace of mind it brings, renters insurance is surprisingly inexpensive. It typically costs about \$150 to \$300 a year for basic coverage — like ordering a pizza once a month. You may feel your belongings aren't valuable enough to insure, but suppose an electrical fire or burst pipe ruined your possessions: Think how much it would cost to replace everything — not to mention pay for alternate housing during repairs.

Here are a few tips for finding the right coverage:

Ask what's covered. Renters insurance commonly covers property that's lost, damaged

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Vacation Rental Insurance

FIRE WATER DAMAGE
Natural Disaster Fractures

Accidents **Holes** Hazard
Cracks **Flooding** Spills Home
Broken Glass Theft
Leaks **Risks** Bodily Injury
Loss Negligence
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Vacation Rental Insurance



- FIRE** WATER DAMAGE
Natural Disaster Fractures
- Accidents **Holes** Hazard
- Cracks **Flooding** Spills Home
- Broken Glass** Theft
- Leaks **Risks** Bodily Injury
- Loss** Negligence
- Personal Property

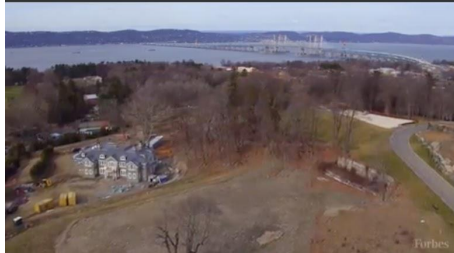


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Barbara Marquand, CONTRIBUTOR

I write about insurance and your money.

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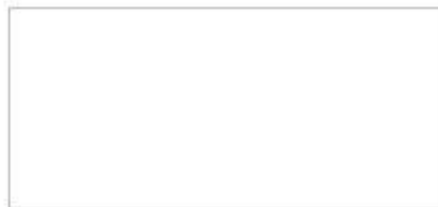
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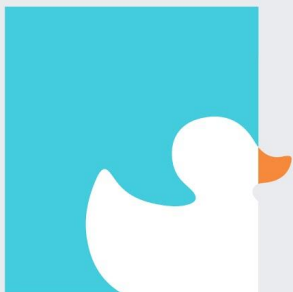


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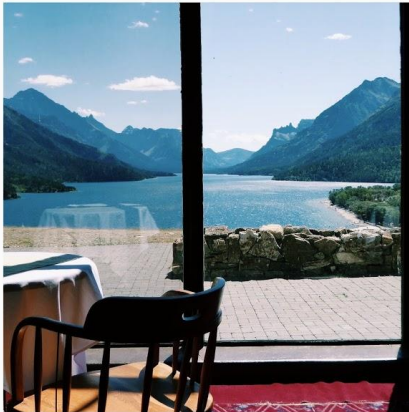
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 - ~\$15,000
- **Website**
 - ~ \$5,000 for a basic website but can definitely increase for quality
- **Social Media**
 - Free (only salary for employee running pages)
- **Direct mail**
 - \$0.76/piece when 1000 ordered
 - ~\$1,520

- Magazine ads
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 - Sunset
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 - DIY channel
 - Discovery
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- Insurance Industry events
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