

# Brand X Vacation Rental Property Insurance

## Challenges

- New to the market
- Providing a product the primary audience does not realize they need
- Establishing differentiation in the competitive space

## Communications Objectives

- i. **Position** *Brand X* as an industry leader
- ii. **Educate** vacation property owners with the need for coverage
- iii. **Raise awareness** amongst target audience
- iv. **Fill the pipeline** with leads and increasing the close rate with those leads

## Target Audience

- Vacation property owners
- Insurance agents
- Property managers
- (Potential vacation property owners)

# Our Story



Logo



# Logo Variations



# Logo



Grant Early

Matt Hoffert

Gage Anderson

# Alternates

 treehouse

 redwood

 evergreen

 safehaven



## Tagline

*“Protection for your home  
away from home.”*



# Colors and Typography



**Pantone Solid Coated 376**

## Lato

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

**Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz**

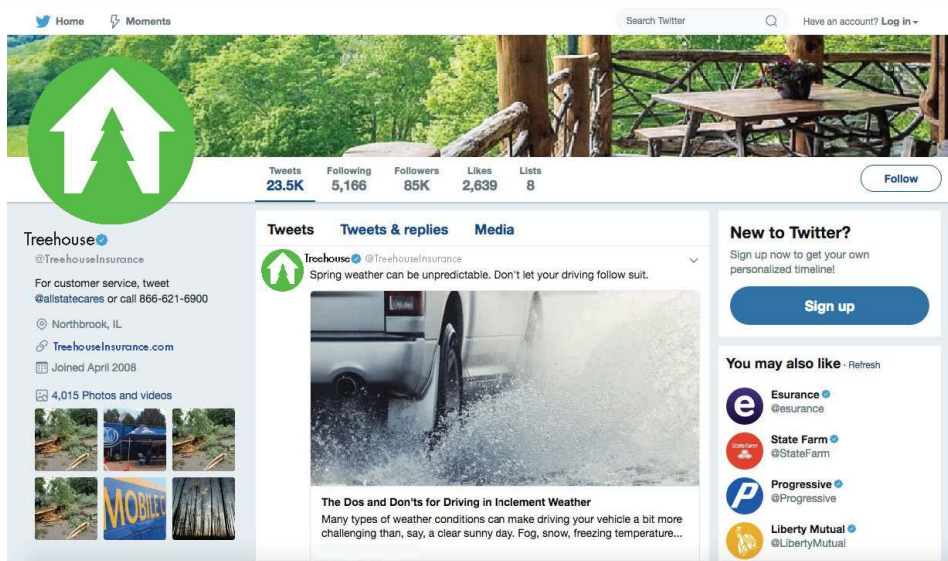
Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz





# Social Media




The screenshot shows the Twitter profile for Treehouse Insurance. The profile picture is a green circle with a white house icon containing a tree. The bio includes contact information for customer service, location in Northbrook, IL, website, and join date. A tweet about unpredictable spring weather is featured, accompanied by a photo of a car splashing through water. A 'New to Twitter?' sign-up prompt and a 'You may also like' section with various insurance providers are also visible.

Home Moments


Search Twitter

Have an account? Log in



Tweets 23.5K Following 5,166 Followers 85K Likes 2,639 Lists 8

Follow

Treehouse   
@TreehouseInsurance


For customer service, tweet @allstatecares or call 866-621-6900

Northbrook, IL



TreehouseInsurance.com

Joined April 2008


4,015 Photos and videos



**Tweets** Tweets & replies Media

 Treehouse  @TreehouseInsurance

Spring weather can be unpredictable. Don't let your driving follow suit.



**The Dos and Don'ts for Driving in Inclement Weather**









Many types of weather conditions can make driving your vehicle a bit more challenging than, say, a clear sunny day. Fog, snow, freezing temperature...

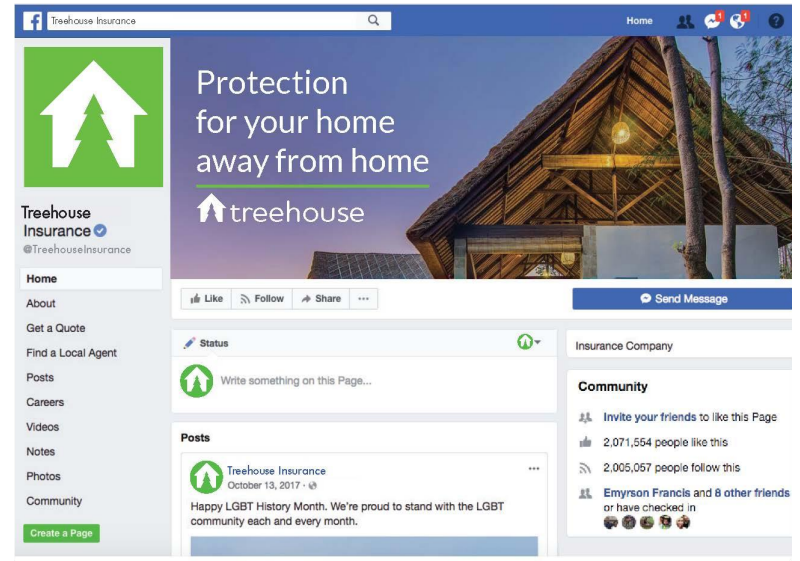
**New to Twitter?**

Sign up now to get your own personalized timeline!

[Sign up](#)

**You may also like** · Refresh


-  Esurance  @esurance
-  State Farm  @StateFarm
-  Progressive  @Progressive
-  Liberty Mutual  @LibertyMutual




The screenshot shows the Facebook page for Treehouse Insurance. The cover photo features a rustic wooden cabin with a thatched roof and a tree. The page header includes the Treehouse logo and the tagline 'Protection for your home away from home'. The navigation menu on the left lists various page sections. The main content area shows a status update with a 'Write something on this Page...' prompt and a post from October 13, 2017, celebrating LGBT History Month. The right sidebar displays the page's category as 'Insurance Company' and shows community engagement metrics.

Treehouse Insurance

Home



Protection for your home away from home

 treehouse

Like Follow Share

Send Message

Insurance Company

**Community**

- Invite your friends to like this Page
- 2,071,554 people like this
- 2,005,057 people follow this
- Emyrson Francis and 8 other friends or have checked in

**Home**

About

Get a Quote

Find a Local Agent

Posts

Careers

Videos


Notes

Photos


Community


[Create a Page](#)

Status

 Write something on this Page...

**Posts**

 Treehouse Insurance

October 13, 2017 · 

Happy LGBT History Month. We're proud to stand with the LGBT community each and every month.



# Social Media


 **Treehouse Insurance**  
March 31 at 5:40pm · 🌐

If your home is damaged, or worse, destroyed, can you trust Airbnb to reimburse all your costs? And if your guest is injured or killed during their stay, are you prepared for what could be a long and costly legal battle with the family?  
From the [Treehouse Insurance Services Blog: Avoid Airbnb Insurance Issues by Choosing a Comprehensive Policy](#)




**Insurance Issues**

[Send Message](#)

 **Treehouse Insurance**  
April 7 at 10:04am · 🌐

“When you collect money to allow a guest to stay at your place for a short period of time, this is a business transaction,” he said. “Your vacation rental is no different than a coffee shop or grocery store.”



**Vacation rentals may complicate insurance**  
Pocono homeowners may be without insurance if they rent to vacationers  
[POCONORECORD.COM](#)

[Like](#) [Comment](#) [Share](#)

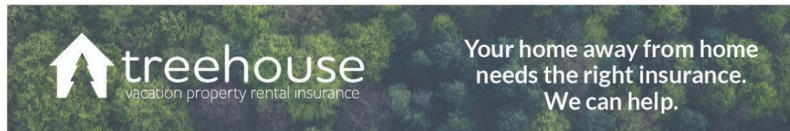



# Online Advertising



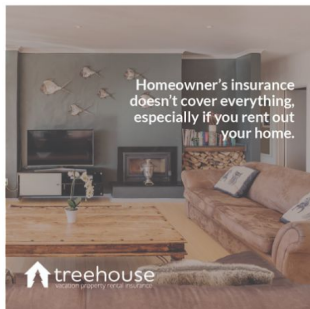
 **treehouse**  
vacation property rental insurance

Homeowner's insurance might not cover everything you think it does. We can tell you what you need to know.

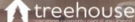


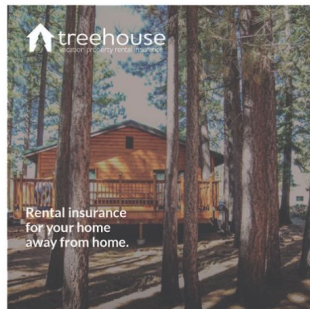
 **treehouse**  
vacation property rental insurance

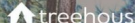
Your home away from home needs the right insurance. We can help.



Homeowner's insurance doesn't cover everything, especially if you rent out your home.


 **treehouse**  
vacation property rental insurance



 **treehouse**  
vacation property rental insurance

Rental insurance for your home away from home.



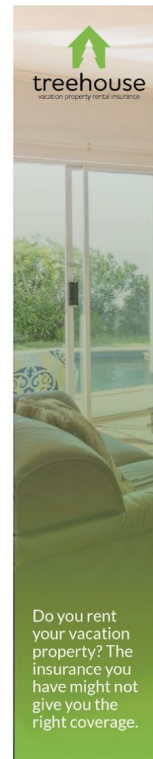
 **treehouse**  
vacation property rental insurance


Make sure you protect your rental property the right way.



Do you know the difference between your homeowner's insurance and your vacation rental property insurance?

 **treehouse**  
vacation property rental insurance



 **treehouse**  
vacation property rental insurance

Do you rent your vacation property? The insurance you have might not give you the right coverage.



 **treehouse**  
vacation property rental insurance

The proper insurance for your vacation rental property.



# Online Advertising

## Review your ad settings

Ad name: Treehouse Insurance

Estimated performance

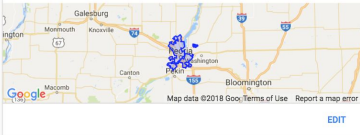
655 - 1097 views per month  
110 - 184 clicks per month

Your ad goal

Take an action on your website

Locations

Show ad to people interested in your products or services, in Bellevue, Peoria, Bartonville, Germantown Hills, and East Peoria



Budget

\$29.61 daily average  
\$900.00 monthly maximum

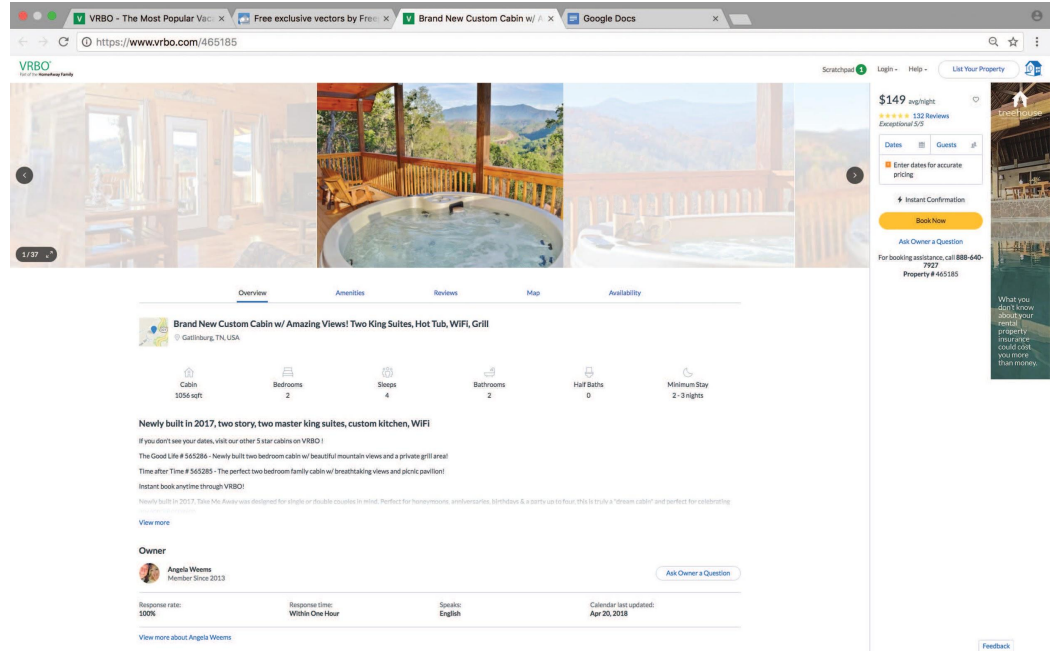
Your ad

Treehouse Insurance | Vacation Home Rental Insurance  
treehouseinsurance.com  
Protection for your home away from home. Choose from 3 different plans.

Product or service

Your business category  
Rental Insurance

Your products or services  
Rental Insurance, Rental Insurance, Home, Rental Liability, Full Coverage, Rental Insurance, Home, Rental Liability, Full Coverage, Full Rental Coverage, Rental Coverage, and rental property insurance



VRBO - The Most Popular Vacation Rental Site

Free exclusive vectors by Fre... | Brand New Custom Cabin w/ | Google Docs

https://www.vrbo.com/465185

VRBO Part of the HomeAway family

Scratchpad | Login | Help | List Your Property

\$149 avg/night  
132 Reviews  
Exceptional 5/5

Instant Confirmation  
Book Now

Ask Owner a Question  
For booking assistance, call 888-640-7927  
Property # 465185

What you don't know about your rental property insurance could cost you more than money.

Brand New Custom Cabin w/ Amazing Views! Two King Suites, Hot Tub, WiFi, Grill

Gatlinburg, TN, USA

Cabin 1056 sqft  
Bedrooms 2  
Sleeps 4  
Bathrooms 2  
Half Baths 0  
Minimum Stay 2-3 nights

Newly built in 2017, two story, two master king suites, custom kitchen, WiFi

If you don't see your dates, visit our other 5 star cabins on VRBO!

The Good Life #545286 - Newly built two bedroom cabin w/ beautiful mountain views and a private grill area!

The After Time #565285 - The perfect two bedroom family cabin w/ breathtaking views and picnic pavilion!

Instant book anytime through VRBO!

Newly built in 2017. This No Answer designed for single or double couples in mind. Perfect for honeymooners, anniversaries, birthdays, & a comfy up to four! It's to make a "dream cabin" and perfect for celebrating!

View more

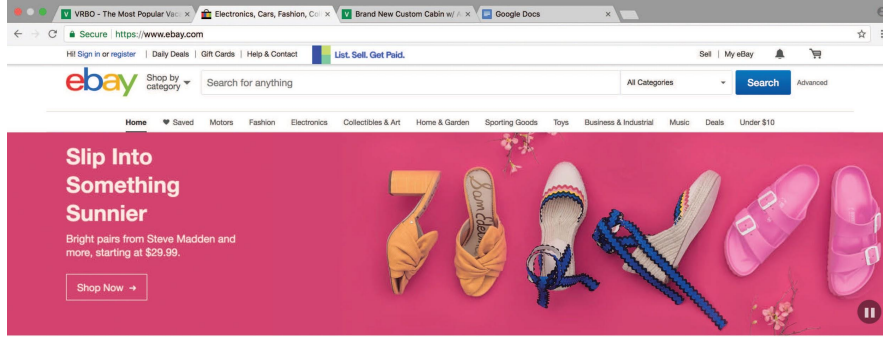
Owner  
Angela Weems  
Member Since 2013  
Ask Owner a Question

Response rate: 100%  
Response time: Within One Hour  
Spoken: English  
Calendar last updated: Apr 20, 2018

View more about Angela Weems



# Online Advertising



The screenshot shows the eBay homepage with a search bar, navigation menu, and a promotional banner for Steve Madden shoes. The banner features a pink background with several pairs of shoes and the text "Slip Into Something Sunnier".

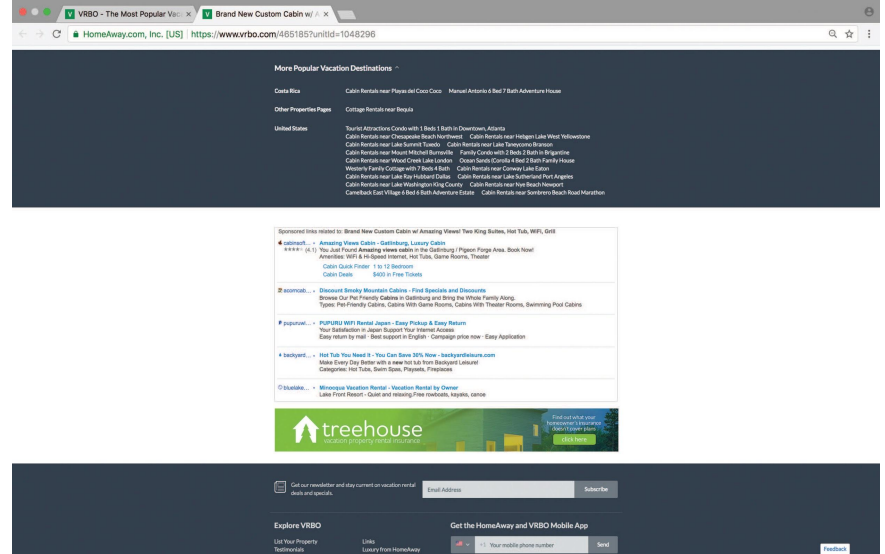
**Slip Into Something Sunnier**  
Bright pairs from Steve Madden and more, starting at \$29.99.  
Shop Now →



**treehouse**  
vacation property rental insurance

Homeowner's insurance might not cover everything you think it does. We can tell you what you need to know.

## Just-Right Gifts for Mom



The screenshot shows the VRBO website with a list of vacation destinations and a sidebar with sponsored links. The main content area lists various vacation homes with details like location, amenities, and prices.

**More Popular Vacation Destinations**

- Costa Rica** - Cabin Rentals near Pases del Cielo Cocor - Manuel Antonio & Bar 7 Bath Adventure House
- Other Properties Pages** - Cottage Rentals near Beaufort
- United States** - Tourist Attractions Coxs with 1 Bed 1 Bath in Downtown Atlanta - Cabin Rentals near Chocomaque Beach Vermont - Cabin Rentals near Hologen Lake West Newfoundland - Cabin Rentals near Lake Superior Timbdo - Cabin Rentals near Lake Umbagog Vermont - Cabin Rentals near Mount Mansfield Vermont - Family Condos with 3 Beds 2 Bath in Brimstone - Cabin Rentals near Wood Creek Lake Lunenburg - Ocean South Condo 4 Bed 2 Bath Family Home - Mountain Farm Cottage with 3 Beds 2 Bath - Family Rentals near Carney Lake East - Cabin Rentals near Lake Ray Hubbard Dublin - Cabin Rentals near Lake Sunland Park Arroyo - Cabin Rentals near Lake Washington Vlg Country - Cabin Rentals near Los Banos Chocomaque - Caribbeak East Village 6 Bed 6 Bath Adventure Estate - Cabin Rentals near Southern Beach Road Marathon

**Sponsored links related to:** Brand New Custom Cabin of Amazing Views! Two King Suites, Hot Tub, WiFi, Grill

- Amazing Views Cabin - Galiburg, Luxury Cabin** - 4.9 (4.1) You will find Amazing views cabin in the Galiburg / Pigeon Forge Area. Book Now! Amenities: WiFi & Hi-Speed Internet, Hot Tubs, Game Rooms, Theater - Cabin Deals \$403 in Free Taxes
- Discount Smoky Mountain Cabins - First Specials and Discounts** - Browse Our Pet-Friendly Cabins in Galiburg and Stop by Whole Family Along Types: Pet-Friendly Cabins, Cabins With Game Rooms, Cabins With Theater Rooms, Swimming Pool Cabins
- PURCHASE WITH Rental Japan - Easy Pickup & Easy Return** - Your destination or agent support. Your internet access. Easy return by mail - Best support in English - Campaign price now - Easy Application
- Hot Tub You Need It - You Can Save 26% Now - BackyardInn.com** - Make Every Day Better with a new hot tub from BackyardInn.com! Categories: Hot Tubs, Swim Spas, Playsets, Playpools
- Minnesota Vacation Rental - Vacation Rental by Owner** - Lake Front Rental - Quiet and relaxing! Free hot tubs, AppleTV, canoe

**treehouse** - Find out about our vacation property rental insurance. [Get more info](#)

Get our newsletter and stay current on vacation rental deals and specials.

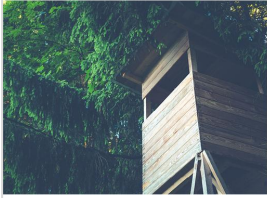
Explore VRBO - Live Your Property Tomorrow.  Get the HomeAway and VRBO Mobile App -   Your mobile phone number



# Convention Booths



# Brochure






## Our Story

Many people have fond memories of being a kid and spending time with friends in homemade treehouses, or maybe even memories of building a treehouse with dad. It served as a place a kid could go to be alone and relax, or to play with friends or family. In a way it becomes a sanctuary, serving as a safe haven from the harsh world. As a kid grows older, their treehouse grows with them, but when it finally comes time to move out and start a family, they lose that special place to just get away.

Vacation homes can often serve the same purpose for an adult as their treehouse once did. It serves as a home away from home where they can escape to and alleviate their stresses. It becomes a place where one can host friends and family. It's a place where memories are made that last a lifetime. Unfortunately, it can't last forever, and many only visit their vacation homes for a few weeks a year. This makes the idea of renting it out to others so appealing, and it's only natural for them to want to protect their vacation home the way their treehouse once protected them.



 [www.treehouseinsurance.com](http://www.treehouseinsurance.com)  
 Treehouse Insurance  
 @treehouse\_insurance

Protection for  
your home  
away from home

No need to worry.  
We've got you covered.



### Property Coverage

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### Liability Coverage

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### Additional Coverage

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 [www.treehouseinsurance.com](http://www.treehouseinsurance.com)

Choose a plan that suits  
your needs.

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### Standard Coverage



**\$149 /year**

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### Premium Coverage



**\$249 /year**

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 Treehouse Insurance

Coverage for all sorts of  
vacation properties.

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### Homes

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### Condos

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### Cabins

Rum se lis aut labore, cus quid et porrum dent quistia con nobitio magnimi nverum qui odit.

### And More

Aborias ab inctis endaeactur sam, nes ella.



 @treehouseinsurance

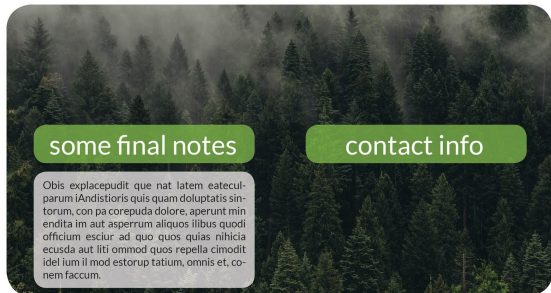
Grant Early

Matt Hoffert

Gage Anderson



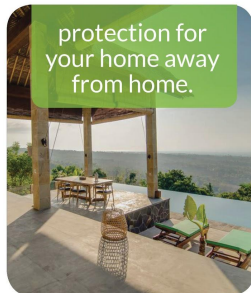
# Brochure



## some final notes

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## contact info



protection for your home away from home.

## our story

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123 Street,  
City, State 0000  
+12345xxxxxxx  
+12345xxxxxxx  
www.treehouserental.com  
you@treehouserental.com

Cillibusapit odio ilita sed es maio. Apiste pro optaern atemquocone corepe imporer eribus atia.



Cillibusapit odio ilita sed es maio. Apiste pro optaern atemquocone corepe imporer eribus atia.

www.treehouserental.com

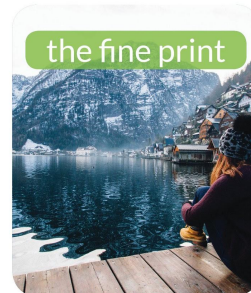
## why choose us

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- 1. knowledge**  
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- 2. dependability**  
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- 3. commitment**  
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- 4. rapid response**  
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## how you can grow yourself or your business

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## the fine print

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## coverage plans

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### Full Coverage

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### Liability Coverage

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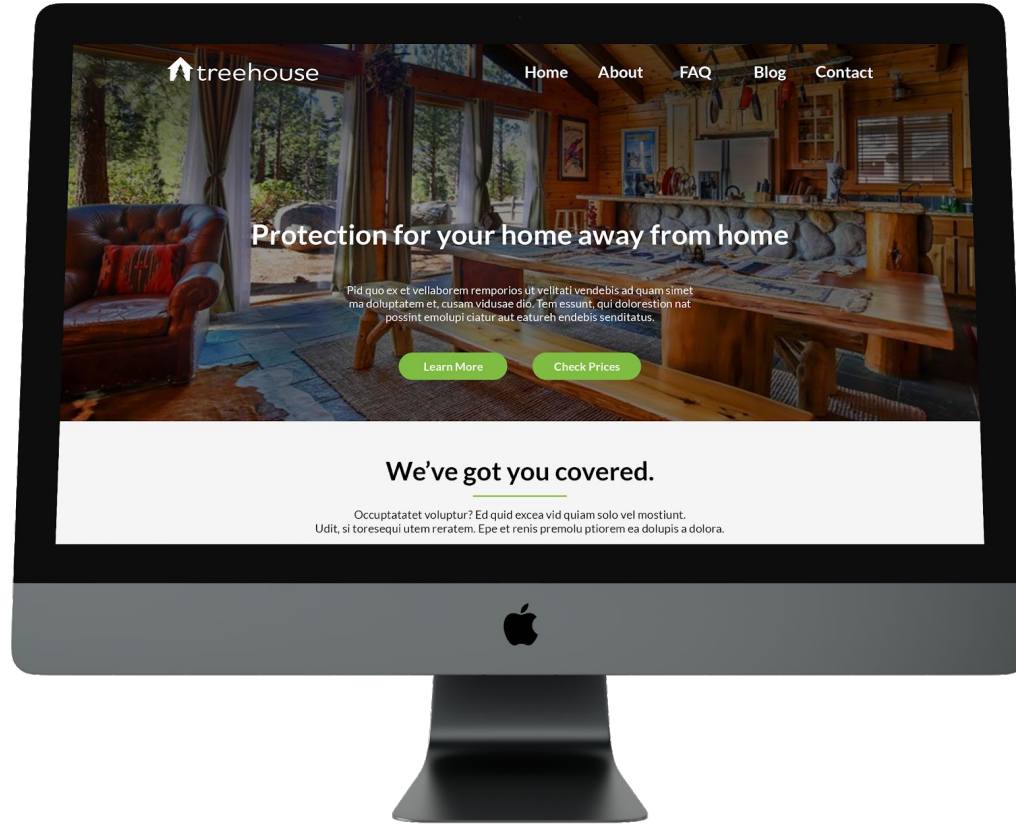
## creative concept

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# Website



Grant Early

Matt Hoffert

Gage Anderson

# Budget

Social Media: \$730

Website: \$45,000

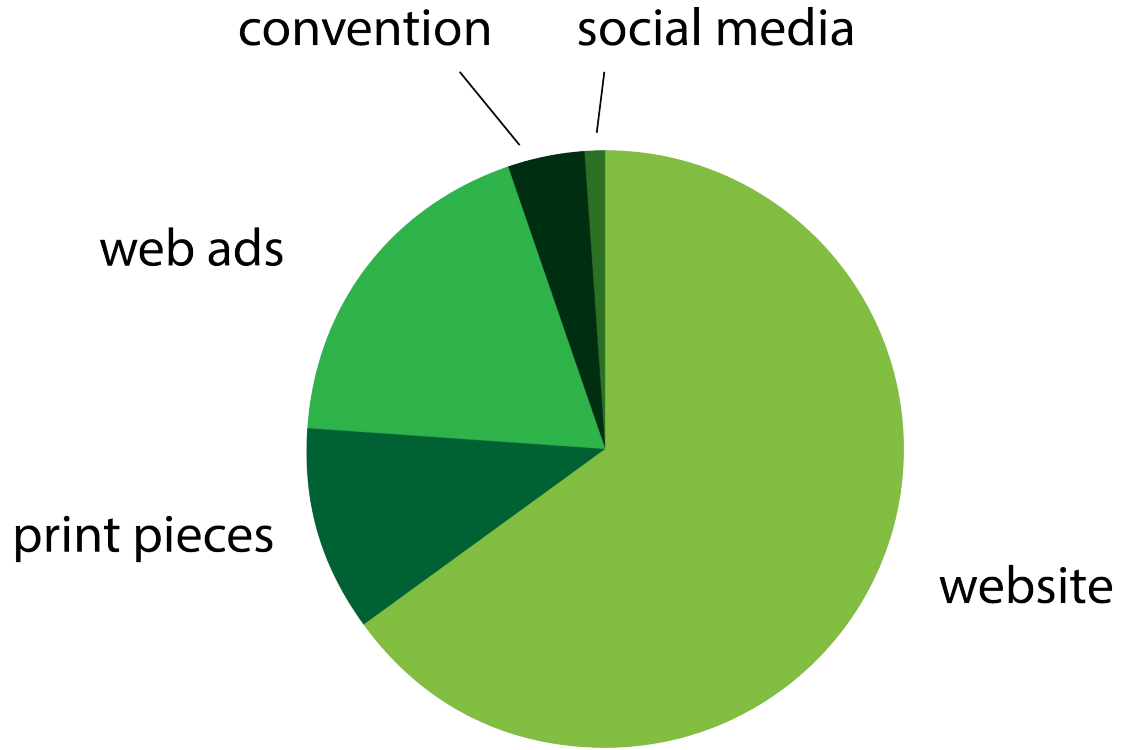
Convention: \$2750

Web Ads: \$12,958

Print Pieces: \$8,902

TOTAL: \$70,340

TOTAL BUDGET: \$125,000



# Why Treehouse?

## Challenges

- New to the market
- Providing a product the primary audience does not realize they need
- Establishing differentiation in the competitive space

## Communications Objectives

- i. **Position** *Brand X* as an industry leader
- ii. **Educate** vacation property owners with the need for coverage
- iii. **Raise awareness** amongst target audience
- iv. **Fill the pipeline** with leads and increasing the close rate with those leads





*Thank You!*

