

Brand X

Vacation Rental Property Insurance
Brand Development

*Lily Bielinski, Briana Payne,
Michelle Chow, & Ann Schnabel*

Key Performance Initiatives

- Position Brand X as an industry leader
- Fill the sales pipeline
- Increase close rate on leads
- Increase current customer longevity
- Educate target audience
- Increase submissions from current/future agents
- Strengthen relationships with property managers
- Develop a quantifiable, ROI-focused program



whistle

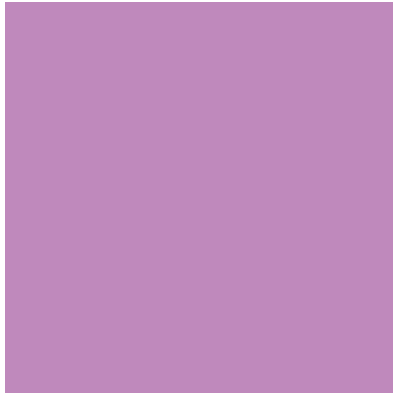
whistle

Knowledgeable.
Committed.
Responsive.
Reassuring.

whistle

take the risk out of renting

whistlō



whistlō

whistlō

Arial Rounded MT Light
Arial Rounded MT Regular
Arial Rounded MT Bold
Arial Rounded MT Extra Bold

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Roman

Avenir Book Oblique
Avenir Oblique
Avenir Medium
Avenir Medium Oblique

Avenir Black
Avenir Black Oblique
Avenir Heavy
Avenir Heavy Oblique

Website

- The face of the brand
- Advertised via Google Adwords & Google Display - ROI measured by clicks
- **Home**
- About
- FAQ
- Reviews
- Blog
- Quote/Sign-up
- My account



Our website mock-up



Take the Risk Out of Renting

Whistle is the clear tone that rings through the world of insurance. It alerts you to the necessity of renters insurance and shows you the most trustworthy option.

Just a Whistle Away

Here at Whistle we know just how important it is to be talking directly to someone when seeking help with claims and other insurance needs, that is why we have real specialists on call 24-7

Here's the Drill!

Our insurance is based off of your needs

Sign-Up

See what People are Singing about

<p>Briana I've had a great experience with Whistle. I was able to get my claim processed quickly and efficiently. I would highly recommend Whistle to anyone looking for renters insurance.</p> <p>★★★★★</p>	<p>Alex I've had a great experience with Whistle. I was able to get my claim processed quickly and efficiently. I would highly recommend Whistle to anyone looking for renters insurance.</p> <p>★★★★★</p>	<p>Lily I've had a great experience with Whistle. I was able to get my claim processed quickly and efficiently. I would highly recommend Whistle to anyone looking for renters insurance.</p> <p>★★★★★</p>
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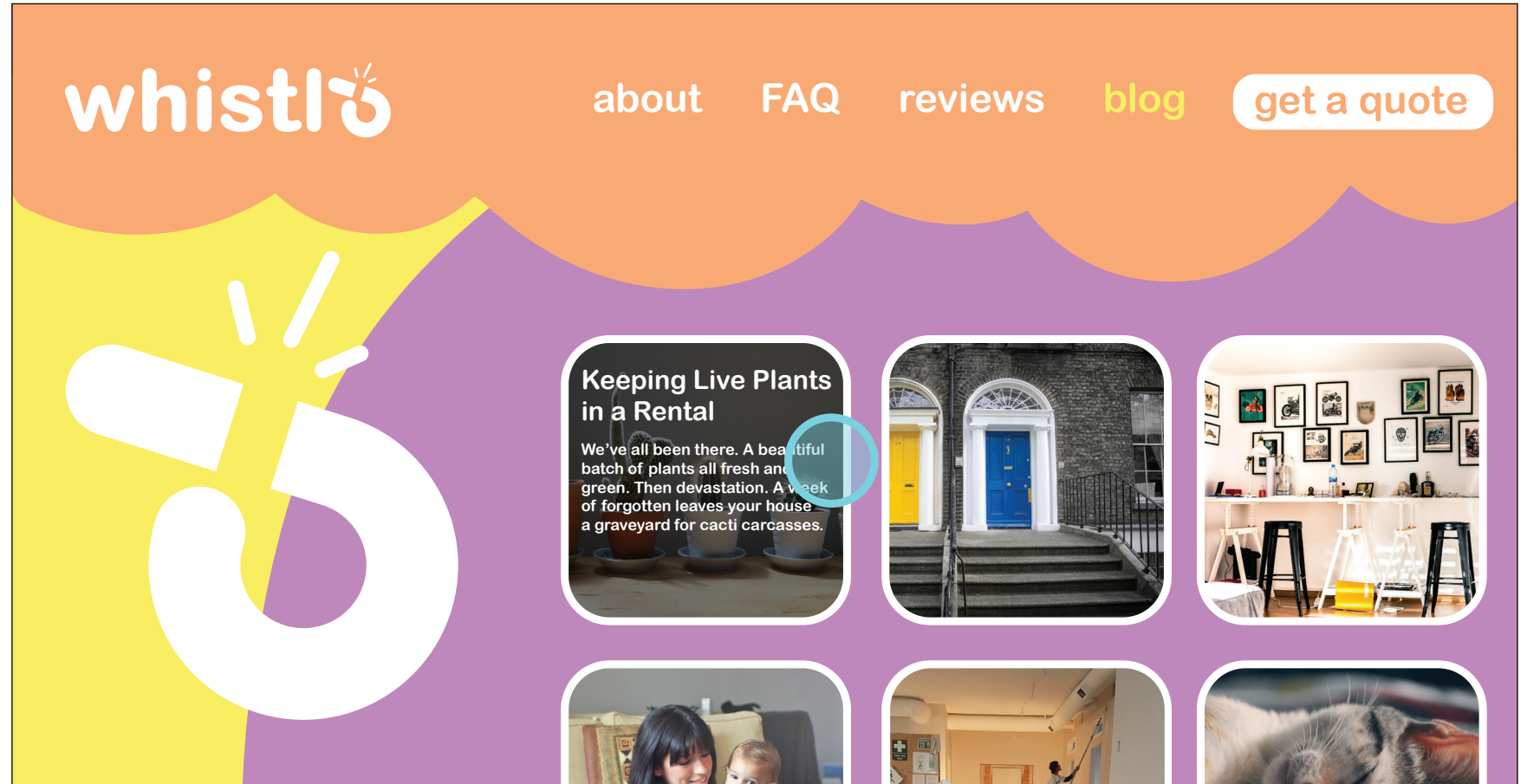
- Home
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- **Reviews**
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The screenshot shows the top navigation bar with the Whistle logo and links for 'about', 'FAQ', 'reviews', 'blog', and a 'get a quote' button. Below the navigation is a 'Reviews' section with a grid of six review cards. Each card features a profile picture, a name, a short text review, and a star rating. The reviews are from Briana, Ann, Lily, an anonymous user, Michelle, and Casey. Below the grid is a 'see more' button. The second section is 'Reviews from our Property Managers', featuring three cards for GoNitely, Turnkey Vacation Rentals, and Seabreeze. Each card includes the company logo, a short review, and a star rating. A 'see more' button is located at the bottom of this section.

This screenshot is similar to the previous one but includes a purple modal form overlaying the reviews. The form is titled 'How Do You Rate Your Experience?' and features a five-star rating system with all stars filled. Below the stars is a text input field with the placeholder 'Share your experience here.' and a 'SUBMIT' button. The modal has a close button (X) in the top right corner. The 'see more' button is visible below the modal.

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The screenshot shows the main sign-up form on the Whistle website. The header includes the Whistle logo and navigation links: 'about', 'FAQ', 'reviews', 'blog', and a 'get a quote' button. The main heading is 'Here's the Drill!'. The form is set against a purple background and contains the following fields:

- First Name:** A purple input field containing the text 'Briana'.
- Last Name:** An empty light purple input field.
- Home Address:** A wide, empty light purple input field.
- City:** An empty light purple input field.
- Zip Code:** An empty light purple input field.
- Rent? or Own?:** Two buttons, 'Rent?' and 'Own?'. The 'Own?' button is highlighted with a blue circle.

At the bottom left of the form area, there is a link: 'Sign In if you already have an account'. A right-pointing arrow is located at the bottom right of the form.

This screenshot shows a secondary form for providing property details. It features the Whistle logo and navigation links at the top. The form is titled 'What type of protery?' and includes several sections:

- What type of protery?:** Three buttons: 'Condo', 'Co-op', and 'House'.
- What is it used for?:** Three buttons: 'I live there', 'I rent out', and 'I'm moving in'.
- What is the square footage of your property?:** A single-line text input field.
- Alarms?:** Two buttons: 'Buglar's Alarm' and 'Fire Alarm'.
- Do you have, or plan to get, a mortgage or loan on this property?:** A single-line text input field.

Navigation arrows (left and right) are located at the bottom of the form.

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The screenshot shows the Whistle website interface. At the top, the Whistle logo is on the left, and navigation links for 'about', 'FAQ', 'reviews', 'blog', and a 'get a quote' button are on the right. A purple sidebar on the left contains a vertical menu with items: 'My Account', 'Change A Plan', 'Current Plans' (highlighted with a blue circle), and 'Add A Plan'. Below the sidebar, the user's 'Username' is 'Let's Talk' and there is a 'Sign Out' link. The main content area features a table with three columns: 'Current Rates', 'Location', and 'Name'. The table lists three plans: a \$7²¹/Month plan in Peoria, IL for 'River House'; a \$5²⁸/Month plan in Peoria, IL for 'Apartment'; and a \$10⁰²/Month plan in Peoria, IL for 'Mansion'.

Current Rates	Location	Name
\$7 ²¹ /Month	Peoria, IL	River House
\$5 ²⁸ /Month	Peoria, IL	Apartment
\$10 ⁰² /Month	Peoria, IL	Mansion

Text Alerts

- Free service to provide value to potential customers and current



Direct Mail

- Post cards sent to insurance agents in order to inform them of the unique insurance needed for rented homes
- Golden whistle sent to insurance brokers who sign up, as well as long-term customers



Conventions

- Advertise directly to the target audience
- Measure ROI using coupon codes potential customers can redeem on website



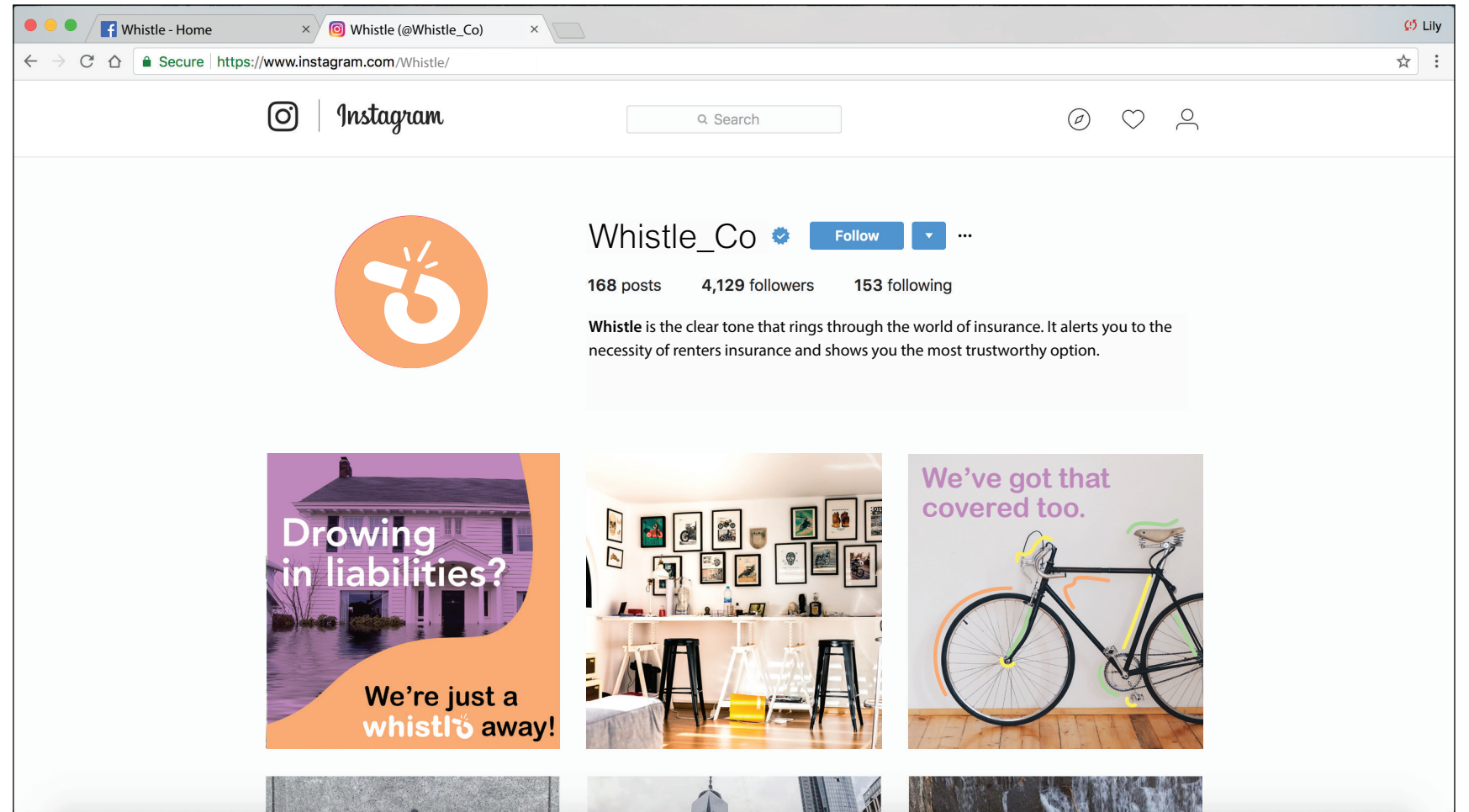
Social Media

- Keeping the brand consistent

The screenshot shows a Facebook page for 'Whistle' (@Whistle_Co). The browser tabs at the top include 'Whistle - Home' and 'Whistle (@Whistle_Co)'. The address bar shows the URL 'https://www.facebook.com/Whistle/'. The page header features the 'Lemonade' search bar and user navigation options for 'Lily'. The main content area displays the Whistle logo on a sunset background with palm trees. Below the cover photo are 'Like', 'Follow', 'Share', and 'Send Message' buttons. A central post area prompts the user to 'Write something on this Page...'. The 'Posts' section shows a recent post from Whistle dated April 26 at 10:07am, which reads: 'Holler at our homeowners! 🏡 We've just released a fresh new guide to home insurance, with the 411 on deductibles, coverage, and more, in plain English. Get it while it's hot 🔥'. The right sidebar contains sections for 'YOUR PAGES' (Bradley University Hockey), 'CONTACTS' (a list of names like Rebecca Handler, Julia Koukol, etc.), and 'GROUP CONVERSATIONS' (Ashley, Meghan, Caroline...).

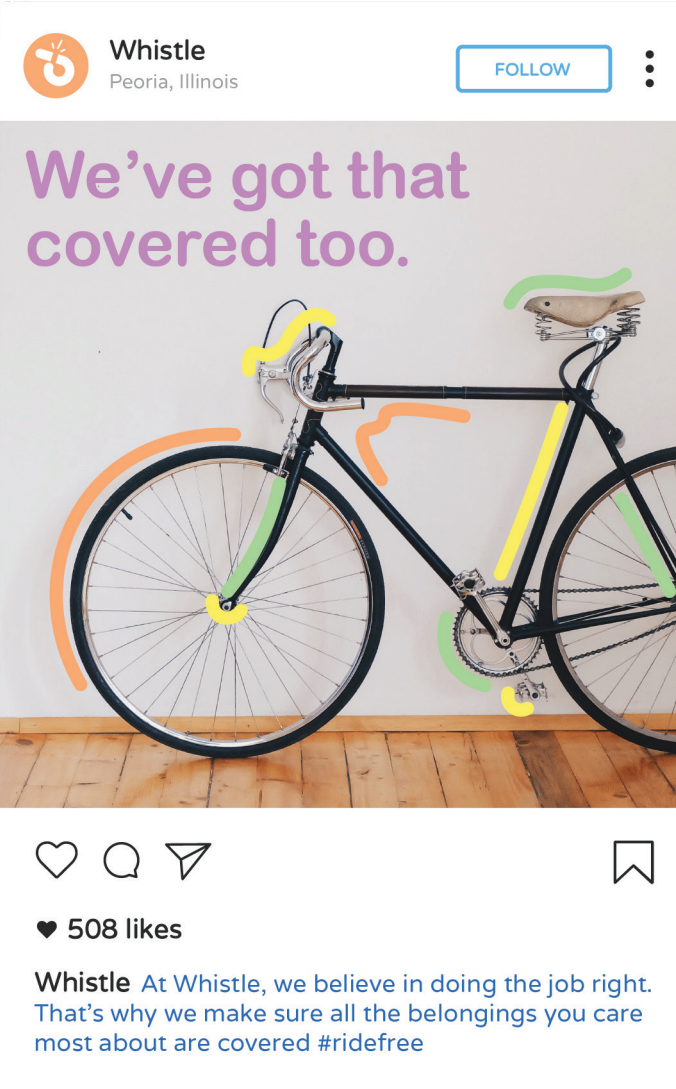
Social Media

- Keeping the brand consistent



Social Media Ads

- Posted to Instagram, Twitter, and Facebook
- Further asserts positioning
- ROI measured by clicks



Whistle
Peoria, Illinois

FOLLOW

We've got that covered too.

508 likes

Whistle At Whistle, we believe in doing the job right. That's why we make sure all the belongings you care most about are covered #ridefree

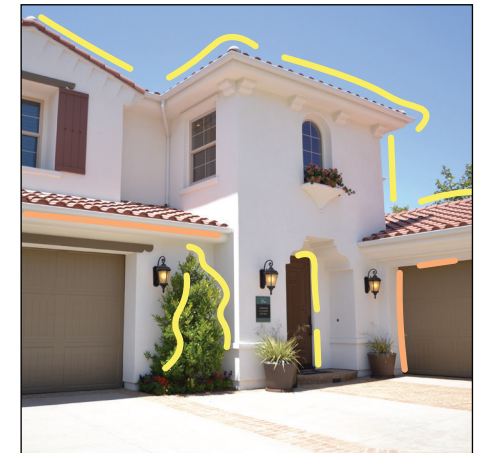
The image shows a black bicycle mounted on a wall. It is annotated with several hand-drawn colored lines: a yellow line along the top tube, a green line along the down tube, a yellow line along the seat post, a yellow line along the front fork, and a yellow line along the rear wheel. There are also orange and green lines on the front wheel and handlebars.



Drowning in liabilities?

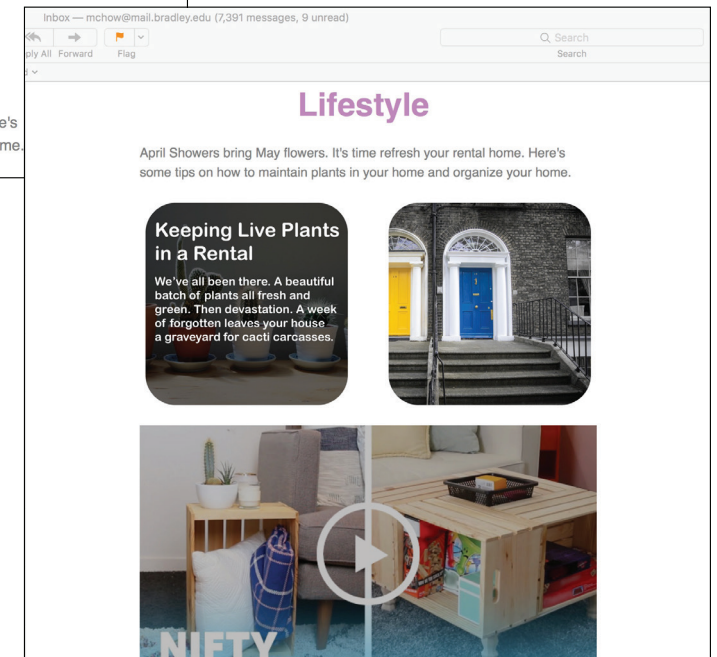
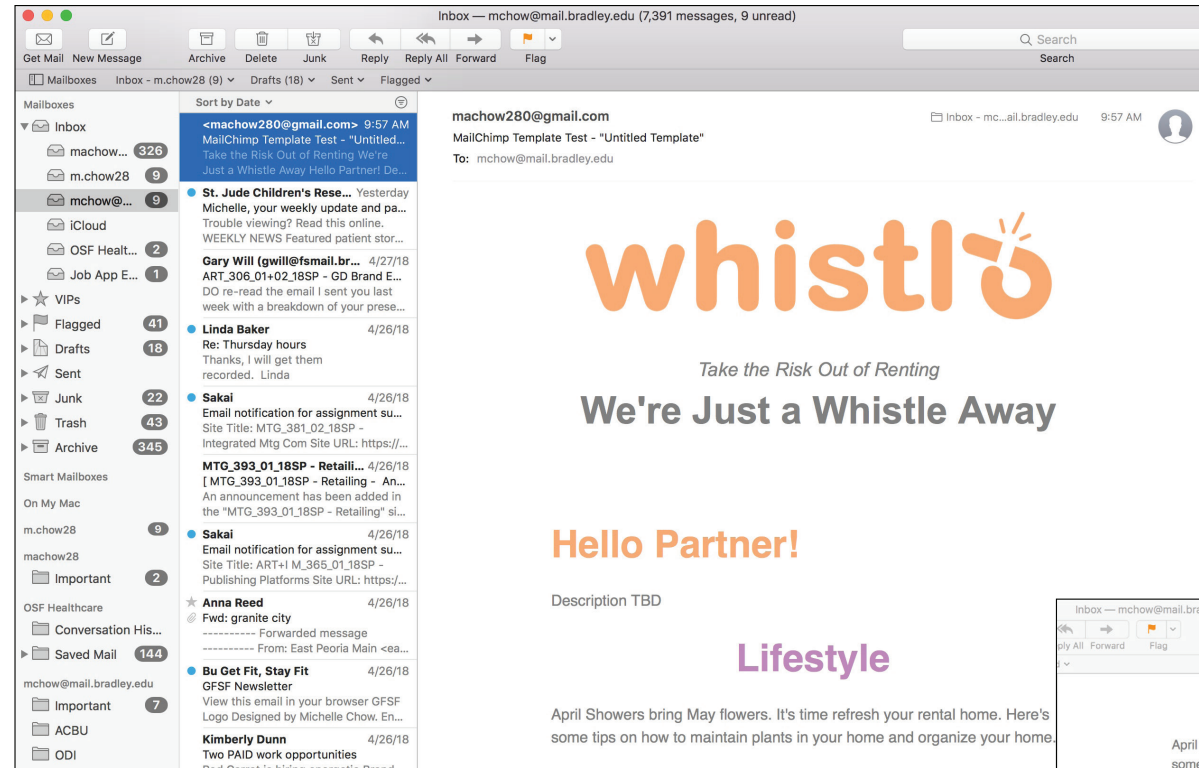
We're just a whistle away!

The image shows a two-story white house with a dark roof, partially submerged in floodwater. The water is dark and murky. The house has a central entrance with a small porch. The background is a solid purple color.



Email Newsletters

- Keeps current customers and insurance brokers familiar with brand and opportunities



Pricing Estimates

Google Adwords/Display	\$20 average per click
Postcards	\$22.89 for 500
Stickers	\$344 for 1,000
Pull-up banner	\$130 for 2
Table cloth	\$101
Text Alerts	\$74 per month (for 500–1,000 subscribers)
Social media ads	
<i>Facebook</i>	\$600 per month
<i>Twitter</i>	\$300 per month
<i>Instagram</i>	\$300 per month
Email newsletters	\$0–200 per month