

Making insurance interesting

It's no easy feat. After all, insurance is one of those burdens in life, something we need but don't necessarily want. Lately I have seen some funny commercials for Nationwide, but the humorous trend goes back to Geico. Geico has had great ads for a long time and their tag line "15 minutes or less could save you 15% or more on car insurance" is ubiquitous. Unlike other insurers, they run several advertising campaigns at once. You might see ads featuring the Gecko, the Cavemen or the Celebrity Spokesperson. It keeps it fresh. If you've ever wondered where these ideas came from, here's [an interview with Geico's marketing VP](#), from today's Washington Post.