

upshift

We help Allstate update their brand to reach Gen-Y buyers who prefer online media and a softer sell.



industry

- insurance

deliverables

- brand identity
- logo design
- web site design
- tv advertising

challenge

Founded in 1931, Allstate is the nation's largest insurer. A Fortune 100 company, with \$133 billion in total assets and over 70,000 employees, Allstate sells 13 major lines of insurance, including auto, property, life and commercial. Allstate also offers retirement and investment products and banking services.

Known for the "You're In Good Hands" slogan, Allstate was losing share to competitors who were quicker to adopt online sales channels.

solution

Allstate hired UpShift to work with their large agency partner to conceptualize updates to their brand. Our assignment was to tweak the brand to be more appealing to younger buyers, and adapt the well-known mark and slogan to new media channels.

We suggested a typeface cleanup to "Allstate," minor modifications to the hands drawing, and a color shift to two friendly, modern shades of blue. We also investigated ways to improve the retail presence for those who still prefer an in-person experience.

results

Most of the identity suggestions that UpShift made to Allstate have been implemented into their new brand identity standards manual. They include changes to the logo's font, color and the venerable hands drawing.

Another logo that UpShift designed for Allstate's "Your Choice Auto" debuted in television ads shown at the Superbowl. This new product launched Allstate's commitment to online sales and marketing innovation that targets Gen-Y consumers.