



**Allstate**  
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# HOT Chocolate 15/5k

Allstate Presents  
Hot Chocolate 15/5k Chicago



## Allstate Presents Hot Chocolate 15/5k

HOT CHOCOLATE

ALLSTATE

### Executive Summary

Developed the strategy to help boost Allstate's brand. Allstate wanted to showcase their responsibility to the community and healthy wellbeing lifestyle. By integrating them as key sponsor for Ram Racing's Hot Chocolate Event in Chicago, we succeeded in fulfilling their message and helped generate genuine leads, driving people to agent offices.

### Brand Engagement Challenge

- Find out new and creative ways to boost Allstate's brand and outreach
- Integrate the Allstate brand with a massive national event
- Market the Allstate brand more organically utilizing social platforms versus more traditional forms of marketing
- Expand Allstate's online presence and overall engagement with online community

### Execution

- Procured sponsorship with Hot Chocolate event
- Partnership with Ram Racing Events
- Exclusive Content (Branded Video, Artwork, Product, Merchandise & Attendee Photos)
- Online social engagements through hashtags and event photos



### Results

- Professional Video View [HERE](#)
- 4,950,000 total impressions on site at expo & race day via all signage, thunder-sticks, branded volunteer apparel, race day monitors, etc.
- Over 100,000 people attending expo & on-site in attendance at the event
- 6,250,000 Total Facebook Impressions from Photo upload
- 3,000,000 Facebook Share Impressions from Photo upload
- 38,500 Photo downloads with Allstate Watermark
- 460,000 Hot Chocolate Chicago website-home page hits/views
- 340,000 recipients via email with Featured Presenting Sponsor Allstate Logo & Hyperlink
- 3,400,000 total (10 emails)
- 94,000 post-race video views & texts w/ Allstate lead-in video and/or logo
- 10,000 Leads generated with full contact information included



AIM & AMPLIFY

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