

Root Insurance

Breaking through
an industry where the
competitors have a
75-year head start.

Kelly Ruoff, Chief Brand Officer

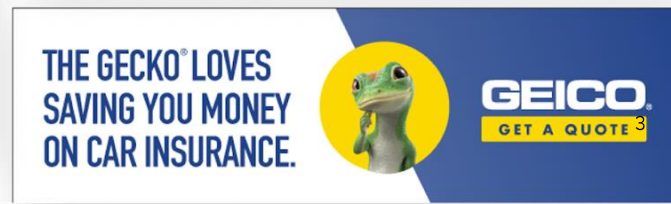
Meet the
Doot



The crowded landscape



Root Insurance





Why compete:
**The world
is changing**

1. The power of data is stronger than ever.
2. Consumers are increasingly intolerant of discrimination.
3. Technology is ubiquitous.
4. A regulatory revolution is upon us.

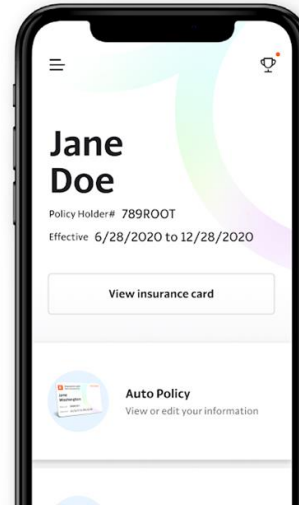
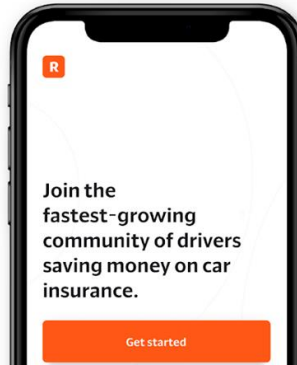
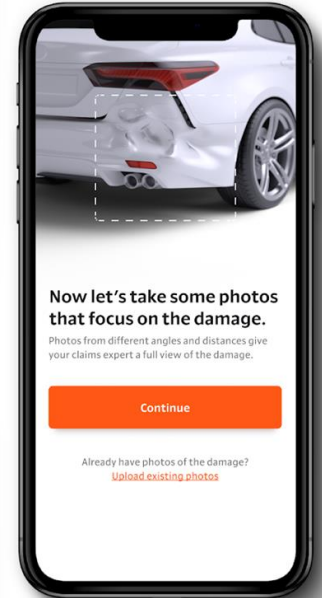
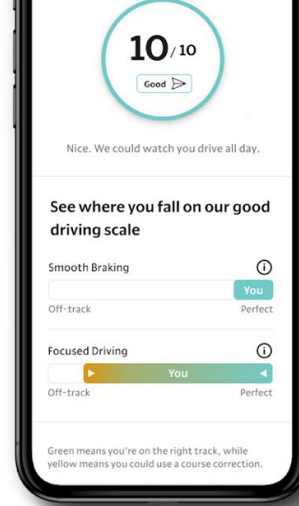
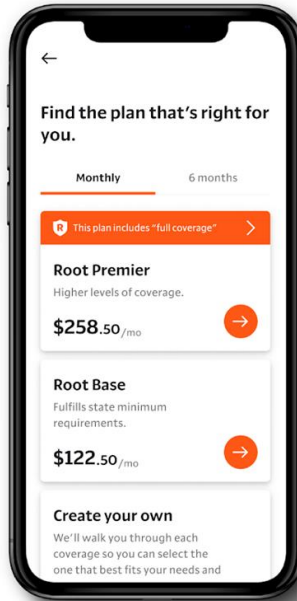
How we compete:

1. A stellar product experience
2. A focus on direct-response marketing
3. Grassroots initiatives against discrimination
4. Bold content that illustrates our values through action

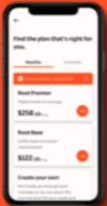
The Root App

- Easy
- Personalized
- Fair
- Fast
- Affordable

Root Insurance



The majority of our marketing spend is in direct-response channels.



The coverage you need at the price you deserve.

Root
Car Insurance

Get a quote →

Not available in all states.



You're so close.

Update your information to start driving with Root.

Root
Car Insurance

Get started →


Not available in all states.



Judge me by the way I drive, not my job.

Your driving is what matters.

Root
Car Insurance



Root's all about you.

Your driving is the #1 factor in your price.

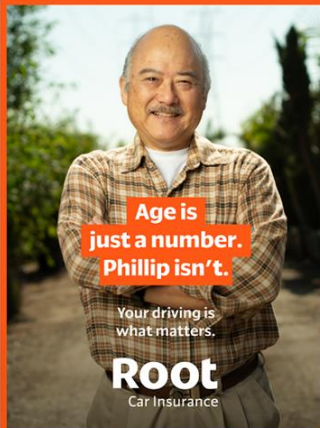
Root
Car Insurance



Root's all about you.

Your driving is the #1 factor in your price.

Root
Car Insurance



Age is just a number. Phillip isn't.

Your driving is what matters.

Root
Car Insurance

Root Insurance

Good drivers could save hundreds with Root.

Not available in all states.



Root Car Insurance

Get a quote →

We invest in issues that collectively move our industry forward.

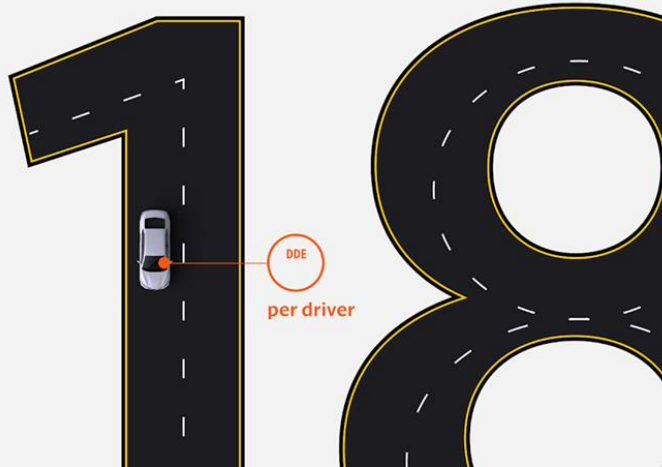
Credit scores and car insurance:

How unfair pricing practices discriminate against millions of drivers



Average distracted driving events

In 2020, the average driver used their phone **18 times every 100 miles**—a slight increase from 2019. That's once every 5.5 miles.



46 TO GO



**Bold content that
illustrates our values**

giveanhour
Helping Our
Nation's Heroes



Nasdaq

40-42
Election Day
November 3rd

40-42
Election Day
November 3rd

The state of the world

2020



The country is reeling from incidents of racial injustice, centuries of systemic bias, and violent reaction to the protests against both.

The state of the world

2020

June 2020



Bubba Wallace asks for a ban of confederate flags at all NASCAR events.

The state of the world

2020

June 2020

July 2020



Noose-shaped rope is found as door pull in Wallace's garage stall, FBI launches investigation, drivers unite to push Bubba's car to the start line in emotional show of support.

The state of the world

2020

June 2020

July 2020



Your words and actions will always be held to a higher standard than others. You have to be prepared for that. You don't learn these things in school. You learn them from trials and tribulations, the ups and downs this crazy world provides. You will always have people testing you. Seeing if they can knock you off your pedestal. I encourage you to keep your head held high and walk proudly on the path you have chosen. Never let anybody tell you can't do something! God put us all here for a reason. Find that reason and be proud of it and work your tails off every day towards it! All the haters are doing is elevating your voice and platform to much greater heights!

Last thing, always deal with the hate being thrown at you with LOVE! Love over hate every day. Love should come naturally as people are TAUGHT to hate.

Even when it's HATE from the POTUS..

Love wins

BW 🐻

FBI concludes that rope was not a targeted hate crime, Trump tweets at Wallace asking him to apologize. Wallace responds with a high-road post calling for love over hate.

The state of the world

2020

June 2020

July 2020

**“ NASCAR'S BUBBA WALLACE
FINDS VOICE, EVEN IF NO
POTENTIAL NEW SPONSORS. ”**

Tampa Bay Times

That week, Bubba's agent reaches out to Root to ask about a potential sponsorship. Within the same day, Root agrees to begin conversations about a sponsorship—all based on the platform of progress.

Partnership begins

2020

June 2020

July 2020

October 22



"Progress Owes No Apology" launches across Bubba and Root's social media platforms, 12 days before the election, and 7 days before Root's IPO.



Partnership begins



FAST COMPANY

Bubba Wallace is unapologetic in striking new Root Insurance ad

The celebrated NASCAR driver was directly involved in the creative process, and the brand is aiming to show it's a different kind of insurer.



BET

Bubba Wallace Offers No Apologies In Powerful New Ad

The only Black driver in NASCAR has partnered with Root Insurance.



yahoo!sports

Bubba Wallace refuses to apologize to President Trump in new ad

Bubba Wallace was at the center of 2020's social justice movement in NASCAR, and a new ad campaign praises him for that.



MSNBC

Bubba Wallace discusses the Root Insurance spot during a "Dash to the Polls" voting segment on MSNBC's The Beat

How we arrived here

Defining our commentary

01

Industry

Commentary

02

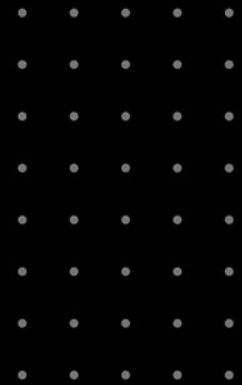
Product

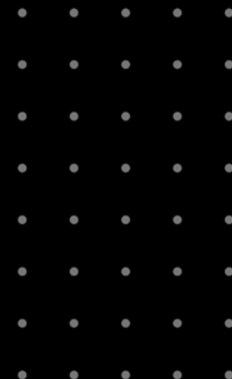
Commentary

03

Values

Commentary





Principles we set from the beginning

01

The decision to support Bubba's story vs inserting the brand into it.

02

A commitment to being bold.

03

Representation:

Hiring young, black talent to lead, direct, and create this film.

Showcasing racial and gender diversity in cast and crew.



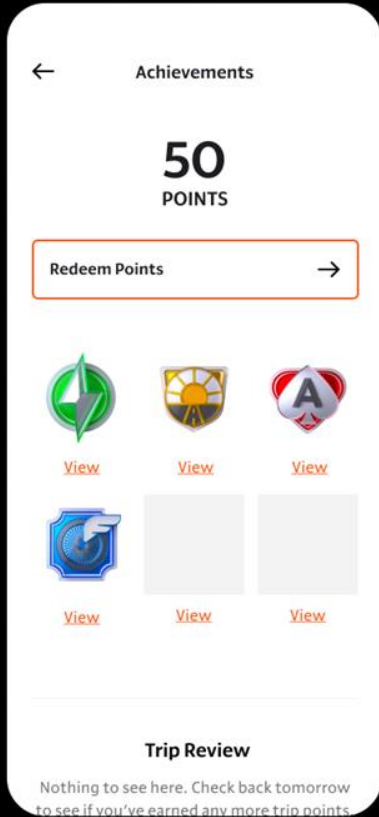
Brehanna Daniels @Mindless_BMD · 7m
Okay guys. Quick story time. I was recently on set for a project. There was a particular scene where one of the videographers (a white man) was recording around me and said "we don't need to see her face." And the director, who was a black man, says

Brehanna Daniels @Mindless_BMD · 7m
"ummm, what? yes you do need to show Brehanna's face." And the guy holding the camera stops in his tracks. And the director continues by saying "You do need to show everyone Brehanna's face in this scene because it needs to be shown that

Brehanna Daniels @Mindless_BMD · 7m
there is a black woman doing what other black women aren't doing. Got it?" He checked that dude real quick. Much respect for that man though!



Special Limited Time Achievement



Nascar Badge Inspiration:

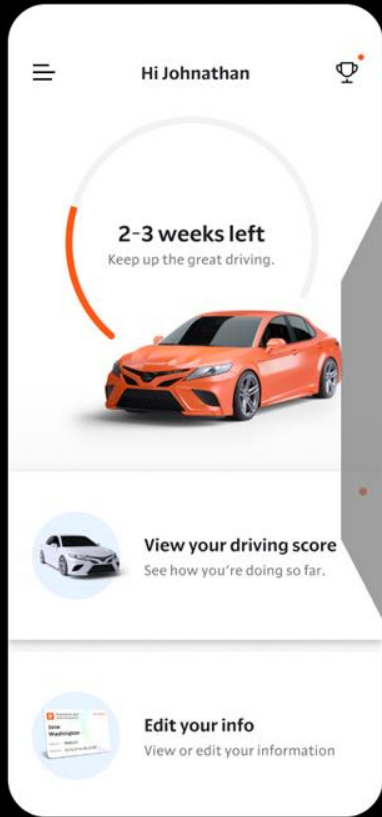


Notes:

Create a special achievement badge honoring Bubba Wallace with activities related to the campaign and messaging.

*Updated achievements have still not been released, but they are close to being ready from a design production standpoint.

Unlock a special "Nascar" mode in the test drive



Notes:

Design some sort of activity or unlocking mechanism to swap out the graphic of the vehicle on the home page with a Nascar sponsored version.

*This feature is still being built and has not yet been tested.

Unapologetic: How you can make change quiz

✕

You're Unapologetic

The Strategist

You make change by thinking things through and taking the most efficient pathway to get there....



Ask your friends to take the test

✕

You're Unapologetic

The Influencer

When you want something, no one gets in your way. You will change into existence and...




Ask your friends to take the test

✕

You're Unapologetic

The Diplomat

You make change behind the scenes. People may not notice you until it's too late and you're passing them by....



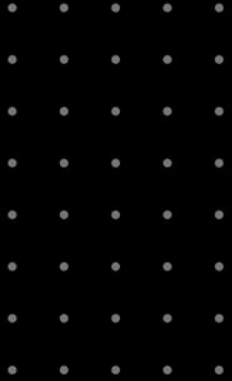
Ask your friends to take the test

Notes:

Ask users a series of questions to see what "Unapologetic" type or model they fit into. Create a few different personas to bucket people into, using Nascar and driving inspired language.

Give each persona tips on how they can best make positive change in their world. Each persona also gets a unique wrapped Nascar vehicle visual that fits the description.

This is basically a twist on a personality test with sharable content specific to the campaign values.



2021 Race Season

- Lead sponsor for **3-5 races** with the newly formed 23XI race team
- Deeper focus on **content that leads to action** such as partnering on legislation, op-eds, and distracted driving





Drop the Score

Root

THANK YOU / QUESTIONS

