



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-02061

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and
NFIP Servicing Agent

FROM: WYO Clearinghouse

DATE: September 6, 2002

SUBJECT: NFIP Marketing & Advertising Update

Attached is the September 2002 NFIP Marketing & Advertising Update (formerly called the Cover America II Update). Please distribute this information within your organization as appropriate.

If you have any questions, contact your Program Coordinator.

Enclosure

cc: Vendors, IBHS, WYO Standards, FIPNC, WYO Marketing Committee,
Government Technical Monitor

Suggested Routing: Marketing, Underwriting



FEMA

NFIP MARKETING & ADVERTISING UPDATE

NATIONAL
FLOOD
INSURANCE
PROGRAM

September 2002

TELEVISION ADVERTISING

The two spots we have been airing since October 2001, designed to generate calls, will continue to air on national cable stations: Bravo, Discovery, FoxNews, FX, Home and Garden, Learning Channel, Lifetime, National Geographic, TBS, TNN, TV Land, and The Weather Channel.

These spots will also be on air during news programs on ABC, CBS, NBC, Pax, and Fox in 30 local markets in states that are prone to hurricanes and tropical storms (see list below).

Since May 2002, the spots have generated over 10,500 leads, which are forwarded by the Telephone Response Center to insurance agents for follow-up and possible flood insurance sales.

DIRECT MAIL

In mid-June, the NFIP sent a mailing to 162,216 insurance agents. One week after the agent mailing, a slightly different package was mailed to 1,404,218 consumers. These packages were mailed into the same markets where the local television is airing.

After 12 weeks, written and phone responses are continuing to arrive and are being sorted and tabulated. To date, the insurance agents have responded with an overwhelming 3.61 percent or 5,848 agents. The consumer mailing has generated 1.31 percent or 18,382 responses. (In direct mail, a 1 percent response from a highly selected audience is laudable.)

Written responders who, like toll-free number callers, provide their name and address and want an agent who sells flood insurance in their area are forwarded to agents for direct follow-up.

FULFILLMENT KIT: NATIONAL FLOOD INSURANCE GUIDE

At the end of July, the new *National Flood Insurance Guide* arrived and has been distributed from the FEMA Warehouse to all agents and consumers who call or write in and provide their name and address. The new guide is a comprehensive book with information on flood insurance and mitigation and encourages consumers to call their insurance agent to get a flood insurance policy.

CO-OP ADVERTISING

The NFIP Co-op Advertising Program has been open since the end of June and will run through November 30, 2002. There are

new guidelines to better target and manage the limited funds available through November. These changes are designed to:

- make better use of the funds.
- make funds available to more agents and WYOs.
- ensure that the money is used in states with lower penetration.
- ensure that no one state gets the majority of the funds available.

The new guidelines were disseminated through the *NFIP Marketing & Advertising Update* and the NFIP Bureau's WYO Clearinghouse and are posted on the NFIP web site.

New Guidelines

1. Half of available funding will be available in states with less than 15 percent NFIP market penetration in Special Flood Hazard Areas; the other half will be available in states with greater than 15 percent market penetration in Special Flood Hazard Areas.
2. Each state is allocated a maximum of 10 percent of the 50/50 split or up to \$16,650. The reimbursement cap for all participants is now \$5,000.
3. Co-op participants may use only the advertising materials developed through the NFIP Co-op Advertising Program, which are available free.
4. Yellow Pages display advertising is no longer available for reimbursement.

Qualifications for Reimbursement

1. Only flood insurance advertising materials produced through the NFIP Co-op Advertising Program may be used.
2. The ad must appear in a standard local newspaper, or in a consumer magazine, or on a radio station approved for use by the NFIP Co-op Advertising Manager and must include the NFIP logo at least equal in size to your own logo.
3. Ads that did not receive NFIP Co-op Advertising Program approval prior to running or airing will not be eligible for reimbursement.
4. Agents/WYOs are responsible for paying all invoices. The NFIP Co-op Advertising Program will be responsible for reimbursing agents/WYOs or agencies for a portion of the invoices upon submission of copies of paid invoices and tearsheets.

MARKETS FOR LOCAL TV ADVERTISING AND DIRECT MAIL EFFORTS

| | | |
|---------------------------|----------------------------|----------------------------|
| Atlanta, GA | Greenville/Spartanburg, NC | Philadelphia, PA |
| Austin, TX | Hartford and New Haven, CT | Portland, ME |
| Baltimore, MD | Houston, TX | Providence/New Bedford, RI |
| Birmingham, AL | Jackson, MS | Raleigh/Durham, NC |
| Boston, MA | Jacksonville/Brunswick, FL | Richmond, VA |
| Charleston/Huntington, SC | Miami/Ft. Lauderdale, FL | Roanoke, VA |
| Charlotte, NC | Mobile, AL | San Antonio, TX |
| Columbia, SC | New Orleans, LA | Savannah, GA |
| Dallas/Ft. Worth, TX | New York, NY | Washington, DC |
| Ft. Myers, FL | Norfolk, VA | West Palm Beach, FL |