



FEMA

Memorandum

W-03056

To: WYO Company Principal Coordinators and the NFIP Servicing Agent

From: Anthony S. Lowe 
Director,
Mitigation Division
Emergency Preparedness and Response Directorate

Date: October 28, 2003

Re: NFIP Marketing and Advertising Campaign

I am pleased to announce that FEMA has concluded its search for a marketing and advertising firm to assist you in promoting and selling flood insurance.

J. Walter Thompson, the country's largest advertising agency, in partnership with Ogilvy PR and MindShare (a media planning and buying company) submitted an excellent proposal that is directly focused on driving leads to the WYO companies and agents.

Their recommended approach combines a hard-hitting creative campaign designed to create leads for insurance agents using direct response television and direct mail to acquire, retain and win back lapsed customers. These efforts are combined with a new consumer-centric website to educate consumers about their risk of flooding, and local and national public relations campaigns to work in conjunction with map modernization and other activities.

I expect big things from this campaign, which is set to launch in the spring of 2004. Monthly newsletter updates will go to the WYO companies and FIPNC to keep you informed of progress, and to collaborate with you as partners in the goal of 5% growth.

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

Suggested Routing: Marketing, Underwriting