August 2, 2005

MEMORANDUM FOR: Write Your Own Principal Coordinators and the NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: FloodSmart – August Newsletter of the NFIP Marketing Campaign

Read on for the latest from FloodSmart! In this issue:

- Learn about new developments of the direct mail program and our summer media outreach efforts.
- Also read about new online advertising concepts and see where you can watch the “Homeowners” TV commercial on the Web.

Please take a moment to read this valuable resource and pass it along to your agents. You can use the information in your newsletters, publications, or list-serve e-mails. If you have any questions or need additional information, please contact floodsmart@ogilvypr.com.

Attachment

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

Suggested Routing: Marketing, Underwriting
FloodSmart: Coming Soon to a Mailbox Near You!

Direct mail is an important element of the NIPF's summer flood media outreach. In 2018, we mailed over 7 million pieces of direct mail to selected households. 

In the first year of the campaign, direct mail was effective in reaching over 1 million households. However, in subsequent years, we have seen a decline in the number of people who are aware of the importance of flood insurance, and this has resulted in lower levels of direct mail penetration.

In the second campaign year, FloodSmart is launching a new direct mail campaign. This includes a series of postcards and informational brochures that are designed to educate and inform households about the importance of flood insurance.

FloodSmart Online Update

In the last 12 months, our online advertising efforts have been very successful in reaching and informing potential flood insurance customers. In 2018, we reached almost 100,000 people through our online ads and achieved a click-through rate of 2%.

We have also developed a new website that focuses on providing valuable information to potential customers. The website includes interactive tools, such as a flood risk assessment tool and a flood insurance comparison tool, as well as educational content on flood insurance.

Be the first to hear about our newest products and services by signing up for our newsletter.

Sign up for the Newsletter

FloodSmart: Online Video

FloodSmart has developed a series of online videos that are designed to educate and inform potential flood insurance customers. These videos cover a wide range of topics, including the importance of flood insurance, how to purchase flood insurance, and how to prepare for a flood.

These videos are available on our website and on our social media channels. They are also being used in our direct mail campaigns to help educate and inform potential customers.

FloodSmart Summer Media Outreach

This campaign has a busy summer with numerous opportunities to reach potential flood insurance customers. We have developed a comprehensive plan for reaching these potential customers through various media channels, including television, radio, and online.

We have also worked closely with local media outlets to develop local stories about flood insurance and the importance of being prepared for a flood.

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FloodSmart: How does a flood cause damage?

A flood can cause damage to homes, businesses, and infrastructure. Flood water can enter homes and businesses through windows, doors, and other openings. Flood water can also cause damage to infrastructure, such as roads, bridges, and power lines.

Sign up for the Newsletter

FloodSmart: Flood Facts

FloodSmart has developed a series of Flood Facts that are designed to educate and inform potential flood insurance customers. These facts cover a wide range of topics, including the importance of flood insurance, how to purchase flood insurance, and how to prepare for a flood.

These Flood Facts are available on our website and on our social media channels. They are also being used in our direct mail campaigns to help educate and inform potential customers.

Sign up for the Newsletter