

# Flo Meets the Minions: Progressive® Insurance teams up with Universal Pictures and Illumination Entertainment for Despicable Me 2

Progressive's integrated marketing campaign includes a custom animated TV spot starring Flo and the Minions, driving audiences to a fully themed content hub

MAYFIELD VILLAGE, Ohio — June 5, 2013 —Starting today, visitors to Progressive® Insurance's website will see some familiar new faces. The insurance company is partnering with Universal Pictures and Illumination Entertainment on the launch of Despicable Me 2. Now through the film's release on July 3, consumers will enjoy more of the iconic Minions as they appear throughout several Progressive properties.

Progressive's integrated campaign will include a microsite that features an exclusive scene from the new film, a co-branded online game and an "Evil Laugh" contest that begins on June 3. Consumers can also expect to see the Minions visit the Superstore for a brand new Progressive commercial, along with custom print and digital advertisements.

"This partnership works for us from a business and branding perspective," said Jeff Charney, chief marketing officer at Progressive. "Flo and the Minions are such a natural fit, both bringing a fun and refreshing sense of humor together. With Despicable Me 2 being one of the most anticipated films of the summer, it's a great way to continue to keep the Superstore campaign culturally relevant and fresh. The collaboration also gives our company a great touch point with an important customer base."

"As one of Universal's anchor partners in Despicable Me 2's promotional campaign, Progressive is seamlessly incorporating the signature humor of the Minions into a fun and multifaceted program," said Stephanie Sperber, President, Universal Partnerships and Licensing. "Working with Progressive has been wonderful, and we look forward to collaborating on future projects."

To view Progressive's new commercial featuring the Minions, play Progressive's Despicable Me 2 game and check out a variety of additional Despicable Me 2 content, visit <http://www.progressive.com/DM2/>.

#### *About Progressive*

The Progressive Group of Insurance Companies makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach us whenever, wherever and however it's most convenient for them — online at [progressive.com](http://www.progressive.com), by phone at 1-800-PROGRESSIVE, on a mobile device or in-person with a local agent.

Progressive offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles and homes. It's the fourth largest auto insurer in the country, the largest seller of motorcycle insurance and a leader in commercial auto insurance. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>.

Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, Snapshot®, and Service Centers.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at NYSE:PGR.

#### *About Despicable Me 2*

Universal Pictures and Illumination Entertainment's worldwide blockbuster Despicable Me entertained audiences around the globe in 2010, grossing more than \$540 million and becoming the 10th-biggest animated motion picture in U.S. history. In summer 2013, get ready for more Minion madness in Despicable Me 2.

Chris Meledandri and his acclaimed filmmaking team create an all-new comedy adventure featuring the return of (former?) super-villain Gru (Steve Carell), his adorable girls, the unpredictably hilarious Minions...and a host of new and outrageously funny characters. [www.despicable.me](http://www.despicable.me)

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<https://progressive.mediaroom.com/2013-06-05-Flo-Meets-the-Minions-Progressive-R-Insurance-teams-up-with-Universal-Pictures-and-Illumination-Entertainment-for-Despicable-Me-2>