Progressive

Progressive Insurance® Delivers Nostalgia with New “TV Dad” Creative Campaign

Beloved 90’s TV Dad Reginald VelJohnson dishes out fatherly wisdom on how to save money

MAYFIELD VILLAGE, Ohio, January 11, 2023 --Inspired by family sitcom-style comedy, Progressive Insurance today debuted its latest advertisting campaign, "TV Dad" starring one of TV's most iconic father figures and 90's sitcom-star, Reginald VelJohnson, from the hit show *Family Matters.*

"The classic sitcom connected us with our families and gave us the opportunity to relate to others. The sitcom nostalgia reminds us of cherished moments of the past, and memories of a warmth and purity that so many of us honor and respect today. For nine years, Reginald VelJohnson captured viewer’s attention with funny moments and delivered advice on many life lessons,” said Progressive’s Chief Marketing Officer, Remi Kent. “Now with TV Dad, we are leaning into a new, always knowing character to deliver a refreshed message on savings to both an audience of millennials who grew up with this classic figure on their TV screens, as well as the two billion viewers who discovered and rediscovered beloved sitcoms on their favorite streaming channels over the last few years.”

Coming off the holidays and knowing the beginning of a new year can mark a time when consumers are looking for ways to save and cut expenses, Progressive offers an answer. The new creative, airing on January 16th will lead with a classic sitcom theme song opening, transporting viewers back to their living rooms from years ago featuring stories and situations that need some fatherly wisdom. And who better to provide it than TV Dad? TV Dads are always there, sometimes helpful, sometimes not – but to be revered and listened to regardless, especially when answering one of life’s hardest questions – how to save money on car insurance.

“For nearly a decade I had the honor of portraying one of TV’s most beloved dads and I’m happy to once again provide fatherly advice in a similar role for Progressive,” said Reginald VelJohnson. “We’re celebrating a wonderful, relatable nostalgia and bringing the wisdom of TV dads to living rooms everywhere.”

The ads, leading with “Sitcom Intro” and “Braces” are focused on saving on car insurance with Progressive, and will be airing across digital channels and national television.

About Progressive

Progressive Insurance® makes it easy to understand, buy and usecar insurance, home insurance, and other protection needs. Progressive offers choices so consumers can reach us however it's most convenient for them—online at progressive.com, by phone at 1-800-PROGRESSIVE, via the Progressive mobile app, or in-person with a local agent.

Progressive provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes; it is the third largest auto insurer in the country, a leading seller of motorcycle and commercial auto insurance, and one of the top 15 homeowners insurance carriers.

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 HomeQuote Explorer®.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at

NYSE: PGR.

---

https://progressive.mediaroom.com/news-releases/?item=122502