

# Inside Edition and GEICO "It's Great"

## GEICO "It's Great"

- The GEICO Caveman delivers irreverent weekly reports about celebrations ranging from "Waffle Day" to "American Summer Camp Week"
- Integration will run 26 weeks (non-consecutive)
- Segments introduced by host Deborah Norville
- GEICO logo shown during each report
- A 10-second GEICO commercial follows each segment
- Online, GEICO received exclusive ad placements

The collage features a screenshot of the GEICO website interface, showing the 'INSIDE edition' logo and various news stories. It also includes three instances of the GEICO Caveman host, a character with long hair and a beard, in a newsroom setting. The text 'It's Great! BROUGHT TO YOU BY GEICO' is overlaid on each instance. At the bottom, a GEICO commercial graphic displays the GEICO logo, the website 'geico.com', the phone number '1-800-947-AUTO', and the slogan 'Click to see how much you could save.' with a small image of the GEICO Gecko.



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