

Case Study#4: Prize Weather Insurance

“Let It Snow” Promotion

- When a local electronics store in Massachusetts wanted an exciting promotion to kick off its holiday season, they turned to HCCS to insure their creative idea.
- The offer was that if the consumer made a purchase over the Thanksgiving weekend and then it snowed 6 inches or more on Christmas Day at their store location, then everyone would get a full refund on their purchase.
- With a Weather Insurance policy from HCCS, the electronics store protected their exposure created by the promotion, and put themselves in a position to cheer for the snow on Christmas Day rather than dreading it!
- Sure enough, in what was one of the largest December storms in years, Mother Nature dumped more than 10 inches of snow that day making it a very Merry Christmas for some local electronics store consumers!

