



Ryan Michel  
President and CEO  
Allstate Insurance Company of Canada  
27 Allstate Parkway, Suite 100  
Markham, Ontario L3R 5P8

September 6, 2017

Dear Mr. Michel:

I am writing to express disappointment at a recent ad that appeared on 680 News radio in Toronto that disparaged the actions of a truck driver 'spraying' gravel stones on an imaginary driver, and summoning the listener to call Allstate to mitigate the consequences of such action.

The ad, one in your series of *Mayhem* ads, not only attributes nefarious motives to a hard-working truck driver, it also reflects poorly on our industry's products, which for obvious reasons, need to travel on highways and regional roads from pit or quarry sites to where the material is needed.

While we appreciate the intent of the campaign – to illustrate the many contributors to accidents on the road – we respectfully ask that you remove this particular spot from the rotation. Unlike the other ads in the series, this execution of the campaign leads the listener to believe that it is the truck driver that has launched this assault.

We acknowledge that gravel trucks do not have the best public reputation. That is why the 35,000 members of the aggregate industry – in addition to the 6,000 aggregate truck drivers in Ontario – are all working hard to change that reputation. Did you know that the Ontario Trucking Association says there are more than 200,000 trucks on Ontario's roads each and every day? Gravel trucks represent just 3% of that number. Yet, gravel trucks are blamed in the media for nearly all truck-related accidents.

Your ad is underscoring an unfair negative reputation that the aggregate industry is fighting hard to reverse. We need your help. We do not mock the insurance industry to sell our product; we would appreciate if you would afford us the same courtesy.

Again, we look forward to your removing the gravel truck commercial from your ad rotation. I would be happy to speak with you further on this matter.

Regards,

Original Signed by Norm

Norman Cheesman  
Executive Director

c.c. Dan O'Hara, Chair, Ontario Stone, Sand & Gravel Association



September 21<sup>st</sup> 2017

Mr. Norman Cheesman  
Executive Director  
Ontario Stone, Sand & Gravel Association (OSSGA)  
5720 Timberlea Blvd. Suite 103  
Mississauga, ON  
L4W 4W2

Dear Mr. Cheesman:

I would like to thank you for taking the time to share your thoughts on our advertising and specifically your concerns with one of Allstate's Mayhem ads and its depiction of gravel truck drivers.

Please know it is not our intent to damage or reinforce negative perceptions about the aggregate industry through this ad. We use the Mayhem character to illustrate – in an attention-grabbing and humorous way – the very real dangers and threats people may face every day. In this spot specifically, Mayhem clearly states at the beginning that he is a gravel truck – not a truck driver. Since rocks falling off trucks is an occurrence consumers can relate to, it makes for a very relevant scenario. It does not suggest the damage is a result of something a truck driver did, or did not do.

Again, the ad's intent is not to take aim at gravel truck drivers and I appreciate your articulation of your concerns. We will take your feedback in consideration for future advertising efforts.

Regards,

Ryan Michel, FCAS, MAAA, MBA  
President and CEO  
Allstate Insurance Company of Canada



October 23, 2017

Ryan Michel  
President and CEO  
Allstate Insurance Company of Canada  
27 Allstate Parkway, Suite 100  
Markham, Ontario L3R 5P8

Dear Mr. Michel:

Thank you for your letter of September 21<sup>st</sup> responding to our earlier letter about the Gravel Truck radio advertisement.

Our Board has now had a chance to review the correspondence and has decided to inform our broader membership about your advertisement so that individual member companies can make their own decision as to how they wish to respond and/or whether they wish to continue doing business with Allstate, where applicable.

Regards,

Norman Cheesman  
Executive Director

c.c. Dan O'Hara, Chair, Ontario Stone, Sand & Gravel Association