

# ADWEEK

- [Q&A: Aflac's Jeff Charney](#)
- [Insurance: Progressive CMO Jeff Charney](#)
- [Progressive's Flo Meets First Celebrity](#)
- [Progressive's Flo Makes a Facebook 'Look Back' Video, and It's Filled With Unicorns](#)
- [Brand of the Day: LeBron James Was Flo for Halloween, as Progressive Makes Them BFFs](#)
- [5 Tips From Progressive's CMO on Building a Brand That Cuts Through the Clutter](#)
- [Ad of the Day: Homebuyers Start Turning Into Their Parents in Progressive's New Ads](#)
- [Progressive's Perplexing New Mascot Is a Motaur: Half Man, Half Motorcycle](#)
- [Baker Mayfield Settles Into His New Home, the Browns' Stadium, in Progressive Ad Debut](#)
- [Progressive Won't Be in the Super Bowl, So It Put a Halftime Show in Its New Ad](#)
- [All Quibi Advertisers Are Taking Advantage of 'Turnstyle' Format](#)
- [Progressive Brings Back Its Painfully Relatable Campaign About Becoming Your Parents](#)

## BUSINESS INSIDER

- [How companies can become Super Bowl advertisers without spending \\$5 million on a TV ad](#)



Authority Magazine

- [C-Suite Perspectives On AI: Jeff Charney Of MKHSTRY On Where to Use AI and Where to Rely Only on Humans](#)



- [Former Progressive CMO says new AI platform will disrupt marketing industry!](#)

**RADIO  
ON MAIN  
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- [Radio on Main Street Podcast Featuring Jeff Charney](#)



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COVERING NORTHEAST OHIO

- [Progressive's new pitchman showers money on unsuspecting people as part of ad campaign](#)
- [Progressive's Jeff Charney promotes disruptive thinking at Content Marketing World 2014](#)
- [Progressive's former top marketing executive, behind many Flo, Baker Mayfield and Aflac Duck ads, starts his own collective](#)
- [Jeff Charney of Progressive: 2015 people to watch](#)
- [Meet FloBron: LeBron James' new alter ego and star of unique Progressive ad campaign](#)
- [Jeff Charney was Progressive's, Aflac's top marketer: Now he's trained an AI to think just like him](#)

# AdAge

- [Former Progressive CMO Jeff Charney Debuts New Marketing Venture](#)
- [Meet the 2012 Creativity 50](#)
- [Creativity 50: Jeff Charney, CMO, Progressive](#)
- [Progressive CMO Jeff Charney Makes Sure There's No Fruit Bowls in Office Art Collection](#)
- [Flo Gets More Company as Progressive Rolls Out 'The Box'](#)
- [Ad Age Picks the Top 10 Female Ad Icons of All Time](#)
- [Ad Age: What Did Flo Look Like In Grade School?](#)
- [Progressive Goes Flo-less in Corporate Image Campaign](#)
- [Allstate Bringing Mayhem to Super Bowl Postgame](#)
- [Flo's Progressive Evolution](#)
- [Take Progressive CMO's Marketing Pop Quiz](#)
- [As Marketers' Annual Meeting Aims to Inspire, Some Big Topics Are Left Aside](#)
- [Progressive Swaps Out Flo for the 'Box of Love' Bachelor](#)
- [Progressive Warns of 'Parentamorphosis' in Flo-less Campaign](#)
- [Oh, Yeah! Flo Meets Kool-Aid Man in Progressive's New Spot](#)
- [Progressive Ain't Afraid of No Ghosts](#)
- [Bingo! Progressive Hosts Its Own Super Bowl Game](#)
- [It's Time For The Advertising Profession to Rebrand Itself — Before AI Does It For Us](#)

# THE WALL STREET JOURNAL.

- [Coronavirus Upended Advertising, How Brands From Progressive to Budweiser Responded](#)
- [Jeff Charney Announces Decision to Leave Progressive](#)

## The New York Times

- [A Nomadic Insurance Pitchman, Luring New Consumers](#)
- [Aflac Is Leaving Its Agency, and Taking the Duck](#)
- [Character From Progressive's Ads Leaves the Set to Meet the People](#)

## Forbes

- [Sims Social Gets Branded With A New Campaign for Progressive](#)
- [How Progressive's CMO Jeff Charney Made 'Flo' More Loveable Than Ducks And Geckos](#)
- [CMO Predictions for 2012—Part 1](#)
- [Progressive's New Ad Promotes An Electronic Device That Helps Good Drivers Save Money](#)
- [CMO Jeff Charney Provides A Look Inside Progressive's Unconventional Marketing Machine](#)
- [With 'Super-Duper Bingo,' Progressive Gets Role In Super Bowl Ads--Without The Expense](#)
- [Progressive's April Fool's Joke Is Another First For The Brand](#)

## The Washington Post

- [Afraid of becoming your parents? Dr. Rick comes to the rescue, smartly satirizing a generational divide.](#)

## FAST COMPANY

- [Open Minds After Closing Time](#)
- [Top 100 Creative People in Business: CMO of Progressive Insurance](#)
- [Progressive Salutes Progress With New Apron-Themed Campaign](#)