

# Funny Business: Harlem Globetrotters Moving Company

GEICO, first known as The Government Employee's Insurance Company, was started by Leo and Lillian Goodwin during the Great Depression of the 1930s.

Today, GEICO is famous for its award-winning Gecko mascot, and a series of humor-filled commercials on TV and radio.

In the current ad, a couple hires the wrong moving company. And a good time and moving violations are had by all—almost all.

GEICO'S humorous TV commercial features the Harlem Globetrotters as movers and underscores why expertise in one field may mean little in another field of work. And why certain skills or talents may not transfer to another field.





## Sources

Geico.com/about:

<https://www.geico.com/about/corporate/history-the-full-story>

<https://www.ispot.tv.a/tQEB/geico-harlem-globetrotters-moving-company>:

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