

MediaRoom

Farmers Insurance Group of Companies(R) Selects The Richards Group as its New Advertising Partner

PRNewswire

Farmers Insurance Group of Companies(R), the fastest growing, top-tier, multi-lines insurer in the United States, has named Dallas-based independent, The Richards Group, as its advertising agency of record. The Richards Group was chosen after a rigorous 4-month search. Responsibilities will include brand and creative development, strategic planning, media buying, relationship marketing, and digital initiatives.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>)

"Farmers Insurance has a powerful story, and we wanted the best possible advertising partner to help us tell that story," said Kevin Kelso, Executive Vice President and Chief Marketing Officer for Farmers Insurance. "Our search was thoughtful and thorough, and we are excited to begin working with The Richards Group."

Farmers Insurance chose The Richards Group out of a field of dozens of agencies because of its dynamic energy and unique vision for leading Farmers Insurance into a new direction, said Kelso. Assisting Farmers Insurance to manage the agency search process was Catherine Bension, CEO of Select Resources International.

With approximately 700 employees, The Richards Group is the largest independent advertising agency in the United States. The Richards Group is responsible for creating some of the most enduring campaigns in advertising history, including Motel 6's "We'll leave the light on for you," the Chick-fil-A cows, the return of the Fruit of the Loom "Fruit Guys," and Corona beer advertisements.

"Farmers Insurance is an iconic American brand with an opportunity to re-establish its competitive position within the category - despite being outspent by its peers," said Pete Lempert, principal at The Richards Group. "The Richards Group and Farmers Insurance come from complementary corporate cultures, and we're eager to put The Richards Group's creative strength to work across multiple media vehicles to generate new business leads."

About Farmers Insurance Group of Companies(R)

Farmers Group, Inc. is a wholly owned subsidiary of Zurich Financial Services, an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. Farmers(R) is the nation's third-largest Personal Lines Property & Casualty insurance group. Property and casualty products are underwritten and issued by the Farmers Exchanges and their subsidiaries, which Farmers Group, Inc. manages but does not own. Headquartered in Los Angeles, Farmers provides homeowners, auto, business, specialty products, life insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site at www.farmers.com.

About The Richards Group

The Richards Group, located in Dallas, is the largest independent branding agency in the nation. Agency clients include the standard-setting brands of Advance Auto Parts, Amstel Light, Bridgestone Firestone, Chick-fil-A, Fruit of the Loom, The Home Depot, Motel 6, Orkin, Patron, Red Lobster and Zales. Total billings for the agency were \$1.25 billion in 2007. The Richards Group can be found at www.richards.com.

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