

## Farmers Insurance Ad Campaign Touts Its Financial Stability During Recession

PRNewswire

While most of the United States is in the midst of an economic recession, the Farmers Insurance Group of Companies(R) continues to grow its business and attract new customers just as it has since its founding in 1928. Farmers Insurance is playing up these facts in a new advertising campaign, which touts the company's financial solvency, stability and strength.

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

The advertising campaign includes 60-second radio commercials now running on stations nationwide. The message is also in several online venues, including Yahoo.com, CNN.com, MSNBC.com and WSJ.com. Farmers Insurance is currently one of the fastest growing, multi-lines insurance companies in the United States.

"Our new ads speak to Farmers' history of solvency during the Great Depression; the wisdom of our conservative investment strategy; and our recent upgrade in financial-strength ratings," said Kevin Kelso, Executive Vice President and Chief Marketing Officer for Farmers Insurance. "We want our customers and prospective customers to know that when it comes to Farmers Insurance, we are a silver lining in today's dark, gloomy economic storm clouds."

In the Farmers Insurance radio ads, reference is made to the Great Depression when Farmers Insurance was just starting out in the business of selling insurance. "During the Great Depression, while some insurance companies were paying claims with IOUs, Farmers was paying its customers' claims with cash," said Kelso. "The Farmers Insurance proud tradition of financial stability and industry leadership continues today."

The new campaign is the first developed by Farmers new advertising agency, The Richards Group of Dallas, Texas. To learn more about the products Farmers Insurance Group has to offer, visit any Farmers Insurance agent or the Farmers Web site at [www.farmers.com](http://www.farmers.com).

### About Farmers Insurance Group

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 Insurance provides homeowners, auto, business, life insurance, specialty products insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site at [www.farmers.com](http://www.farmers.com)

First Call Analyst:

FCMN Contact:

Photo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>

<http://photoarchive.ap.org/>

PRN Photo Desk, [photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

SOURCE: Farmers Group, Inc.

CONTACT: Michelle Levy, +1-512-791-7445,  
[michelle.levy@farmersinsurance.com](mailto:michelle.levy@farmersinsurance.com), or Jerry Davies, +1-213-400-4459,  
[jerry.davies@farmersinsurance.com](mailto:jerry.davies@farmersinsurance.com), both of Farmers Group, Inc.

Web Site: <http://www.farmers.com/>

---

<https://newsroom.farmers.com/2009-03-17-Farmers-Insurance-Ad-Campaign-Touts-Its-Financial-Stability-During-Recession>