MediaRoom

Farmers Insurance Emphasizes 'Right Fit' Coverages for Consumers in New Ad Campaign Featuring Renown Actor/Director Edward James Olmos

Farmers Insurance Group announced today it has launched its latest Hispanic advertising campaign titled "Force Field" that includes TV, radio and rich media - all produced by U.S. Hispanic Agency of Record Accentmarketing.

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

"'Force Field' is a visual representation of finding the right fit when it comes to providing individualized insurance coverage that's right for each person," explained Luisa Acosta Franco, Farmers Vice President of Multicultural Marketing. "The visuals allow consumers to quickly capture a message of personalized protection and demonstrates different ways that getting the wrong insurance coverage can be ineffective, insufficient, excessive, or over-priced."

Continuing in his role as Farmers Insurance Hispanic spokesperson, Edward James Olmos assures viewers in "Force Field" that Farmers agents go through some of the best training in the industry, so customers can rest assured that their Farmers coverage will be right for them.

"At Farmers, we strive to offer our customers the peace of mind associated with knowing that their insurance coverage is right for them and we achieve this by providing our agents exclusive training at our award-winning University of Farmers," said Acosta-Franco.

Based on the right fit concept from "Force Field", the radio campaign includes :30 and :60 second versions while the digital campaign is composed of rich media banners that include user-activated banners, videos banners and expandable video boards, that will direct consumers to Farmers' in-language website, www.segurosfarmers.com.

"The 'force field' spot makes an impact and uniquely illustrates Farmers' 'right fit' coverage. It sets Farmers apart from the competition and shows that Farmers' highly trained agents deliver on personalized insurance and 'tranquilidad'," said Alice Rivera, VP Group Account Director, Accentmarketing.

Details of "Force Field" TV Spot:
-- Title: "Force Field"
-- Agency: Accentmarketing
-- Client: Farmers Insurance
-- Length of Spot: 30-seconds (:25 / :15 versions available)
-- Launch Date: July 6, 2009
-- Markets where it will air: National
-- Associate Creative Director: Peter Sanchez
-- Senior Copy Writer: Maite Garcia
-- VP, Account Group Director: Alice Rivera
-- Account Director: Emily Preciado-Fonseca
-- Executive Producer: Rudy Leschhorn
-- Production House: Weird Pictures

-- Director: Martin Weisz

About Farmers

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our Web site at www.farmers.com.

About Accentmarketing

Established in 1994, Accentmarketing (accentmarketing.com) is a full-service Hispanic marketing communications agency with offices in Miami, Los Angeles and Detroit. A certified minority owned business and member of The Interpublic Group of Companies, Accentmarketing employs a multinational and multicultural staff. The agency's client partners include the American Heart Association, Farmers Insurance, GobiernoUSA.gov, Chevrolet, the California Association of Realtors, Kaiser Permanente, Brown-Forman and the US Navy.

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