

MediaRoom

Farmers Insurance Wins Two Silver Davey Awards From International Academy of the Visual Arts

PRNewswire

Farmers Insurance Group of Companies has won Silver Davey awards for two videos entered in the Film/Video category.

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

The first video entitled "It's in Every One of Us" won in the Film/Video - Corporate Image category; the second video entitled "Life Cycle of a Claim" won in the category Film/Video - Employee Communications.

"We are very proud of the effort in producing two award winning videos by the Farmers Claims Training Department," explained Mike Cuffe, vice president, Claims Training, Farmers Insurance Group of Companies. "The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than stratospheric budgets."

Winning entries for the Davey Awards are selected by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms.

Cuffe described the award winning videos.

1. "'It's in Every One of Us' - Corporate Image category. It commemorates Farmers' response -- employees and agents alike -- to Hurricane Ike, and poetically expresses how the commitment to service is 'in every one of us.' It uses the beautiful song; It's In Every One of Us, by David Pomeranz (with rights & permission, of course!).
2. 'The Chicken Video'-- (yes, that's really the title!), is a homespun parable that explains in beautifully simple, chicken-and-egg terms, the insurance claims process -- to demonstrate to our own Claims employees how they can simplify the explanation of what can seem to be a very confusing process, so that our customers sense that we want them to understand and to know what we're doing, and why, every step of the way. It features University of Farmers Claims employees as the actors in a 1940s style black-and-white educational film, complete with film scratches, vintage graphics and an over-the-top voice-over announcer."

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.

Contact: Jerry Davies
213-400-4459
jerry.davies@farmersinsurance.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

SOURCE: Farmers Insurance Group of Companies

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

<https://newsroom.farmers.com/2009-11-11-Farmers-Insurance-Wins-Two-Silver-Davey-Awards-From-International-Academy-of-the-Visual-Arts>