

Farmers Insurance Unveils Latest Spanish-Language Television Campaign Highlighting 'Right Fit' Coverage

Actor Edward James Olmos continues his role as Farmers spokesperson

PR Newswire

Farmers Insurance will launch its latest national Hispanic TV advertising campaign this coming Monday, August 16, produced by its Hispanic Agency of Record, Accentmarketing.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

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The new ads are the next installment of the insurer's "Right Fit" campaign, launched in 2009. They feature a "force field" which represents the customizable Farmers coverages customers can choose to meet their individual needs,

First to launch is "Neighbors", which uses a dramatization to highlight the difference between having customized coverage that "fits" correctly and inadequate or inappropriate coverage. In the spot, two neighbors boast about their insurance coverage, as represented by their "force fields". While one has the "right fit" coverage secured with the help of a Farmers agent, the other is not so lucky. Both neighbors have to duck for cover as a tree strikes the not-so-fortunate neighbors' home, right where his "inadequate" coverage is.

In "Zoom Out" Farmers showcases its multiline product offerings of auto, home, life and business insurance and their customizable coverages available through a variety of different life stages. Beginning in a flower shop, we "zoom out" to see the Farmers "force field" around the business. Then we enter and exit a car, again "zooming out" to reveal the Farmers "force field" and finally we enter and exit a growing family's home and we see that it, too, counts on Farmers' customized coverage.

"As more companies draw on Spanish-language media to reach Hispanic consumers, Farmers is taking an entertaining and innovative approach to connecting with this core audience," said Luisa Acosta-Franco, Vice President of Multicultural Marketing for Farmers. "Our agents work very hard to ensure that customers have the best possible coverage for their life circumstances, and we want prospective customers to know that, as well."

Continuing in his role as Farmers Insurance Hispanic spokesperson for the fifth year is actor and humanitarian, Edward James Olmos. In the new commercials Mr. Olmos shares with viewers that Farmers agents go through some of the best training in the industry, so they can rest assured that by working with a Farmers agent they can obtain the coverages that fit their lifestyles.

"It was important for us to make an emotional connection with our audience and we did that by showcasing the diversity of Latino life in this country," said Diana Ocasio, Executive Vice President and Creative Director for Accentmarketing. "We also wanted people to have that 'aha!' moment that makes them think - If they don't adapt their coverage to themselves, they'll have to adapt to surprises. These new spots are unique and we feel they will be very impactful within the category."

Details of "Right Fit" TV Spots

1. Title: "Neighbors" and "Zoom Out"
2. Agency: Accentmarketing
3. Client: Farmers Insurance
4. Length of Spots: 30-seconds (:25 / :15 versions available)
5. Launch Date: August 16, 2010
6. Markets where it will air: National
7. EVP Creative Director: Diana Ocasio
8. Associate Creative Director: Daniel Stewart
9. SVP, Account Group Director: Alice Rivera
10. Executive Producer: Rudy Leschhorn
11. Production Company: Weird Pictures
12. Director: Martin Weisz
13. Executive Producer: Cordula Weisz
14. Post Production: Giant Steps
15. Music: Makeabeat Productions

About Farmers Insurance

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 (www.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, Farmers Insurance, GobiernoUSA.gov, Chevrolet, the California Association of Realtors, Kaiser Permanente, Brown-Forman and the U.S. Navy.

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