

Peace of Mind, Presented by Farmers Insurance and Its Industry-Leading Agents, Highlighted in New Spanish-Language Campaign Edward James Olmos Reflects On Life's Moments of Peace for Farmers

LOS ANGELES, Sept. 7, 2011 /PRNewswire/ -- Farmers Insurance has launched its latest national Hispanic TV advertising campaign highlighting life's moments of peace, serenity and joy as observed by leading man, Edward James Olmos, and presented by Farmers Insurance and its University of Farmers-trained agents. Accentmarketing, Farmers Hispanic agency of record, produced the new spots as it continues its partnership with one of the nation's leading insurers.

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

"Our new campaign brings to life those types of special 'peace of mind moments' that we all experience," said Luisa Acosta-Franco, Vice President of Multicultural Marketing for Farmers. "Utilizing the training they receive at our award-winning University of Farmers, our Farmers agents are able to offer a similar 'peace of mind' to consumers each and every day."

"The new ads truly deliver on Farmers' brand promise of *Tranquilidad Asegurada*, or peace of mind assured, " said Alice Rivera, Managing Partner for Accentmarketing. "Previous campaigns established that Farmers delivers the 'right fit' for individual insurance needs. This campaign goes further, it credibly emphasizes how having Farmers can make you *feel* – peaceful, self-confident, and happy."

Actor and humanitarian Edward James Olmos is also featured in a very prominent way as he continues his role as Farmers' Hispanic spokesperson. This year, he is the observer and guide to *tranquilidad* (peace), to the variety of moments that represent peace, one of which may be the moment when a Farmers agent hands a customer his or her policy.

The first TV spot to launch is "Peace". In this spot, Olmos is on a quest for *tranquilidad* and he finds it in everyday moments of people relishing life. We see a surfer taking in the sunrise, a jogger enjoying her morning jog, a woman meditating with a cup of tea. Olmos recognizes that these moments of *tranquilidad* make life sweeter and questions whether anyone knows how to make them last. He sees a Farmers agent handing a new policy to a customer and leaves us with a thought: the peace of mind you are looking for can be realized with a visit to a Farmers agent.

"Woman", the second spot in the campaign, visually demonstrates another side to peace of mind: the confidence that having the right insurance can bring to your life. In this spot the hero woman leaves a Farmers agency with her new policy in hand and has a magical day where everything seems to go her way because that's how having the right insurance can make you feel. So as she walks by, a dress on display suddenly goes on sale, a bus speeds by her and styles her hair, she then arrives at home to a romantic dinner prepared by her handsome husband. The lighthearted aura she evokes in the spot reflects the similar sensation felt by those experiencing peace of mind – the type of peace of mind one might feel when insured by Farmers.

As part of a 360-degree campaign, these new spots will be joined by additional TV executions as well complementary radio, digital and print efforts that will be strategically deployed over time.

Details of TV Spots

Title: "Peace" and "Woman"

Client: Farmers Insurance

Agency: Accentmarketing

Length of Spots: 60-seconds and 30-seconds

Launch Date: August 15, 2011

Markets where it will air: National

EVP/Creative Director/Managing Partner: Diana Ocasio

EVP/Group Director/Managing Partner: Alice Rivera

Creative Director: Daniel Stewart

Account Director: Jose Quijano

VP/Executive Producer: Rudy Leschhorn

Art Director: Enrique Mena

Production House: Letca Films

Director: Jorge Colon

Director of Photography: Christian Cottet

Music: Makeabear Productions and The Lodge

About Farmers Insurance

Farmers Insurance Group of Companies is the country's 3rd largest insurer of both personal lines passenger [automobile](#) and [homeowners insurance](#), and also provides a wide range of other insurance and financial services products. Farmers

Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

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About Accentmarketing

Established in 1994, Accentmarketing (www.accentmarketing.com) is a full-service Hispanic marketing communications agency with offices in Miami and Los Angeles. 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, GM, Kaiser Permanente, Brown-Forman and the U.S. Navy.

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