

Farmers Insurance® Unveils 'Stranger Claims' Virtual Experience **Unlikely but true claims covered by Farmers® come to life in the spirit of Halloween**

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WOODLAND HILLS, Calif., Oct. 13, 2017 /PRNewswire/ -- Picture gazing into your rearview mirror and seeing two in-human eyes looking back at you, or having rock formations mysteriously show up on your driveway. Farmers Insurance® announced today the launch of The Stranger Claims digital campaign featuring an innovative 360-degree virtual experience for consumers to explore some of the strangest insurance claims seen and covered by Farmers®. Narrated by Academy Award-winning actor J.K. Simmons as Professor Nathaniel Burke, this immersive digital campaign will run between Friday the 13th and Halloween.

"In recognition of the Halloween season, we wanted to give consumers a 360-degree interactive view of the creepiest part of the Hall of Claims," said Leesa Eichberger, head of brand marketing for Farmers Insurance. "This integrated campaign employs a multi-channel consumer engagement strategy to highlight the breadth and depth of some of Farmers strangest claims handling know-how."

Developed by the insurer group's agency of record, RPA, "The Stranger Claims" campaign continues the evolution of positioning Farmers as an organization consumers can look to for consumer-centric knowledge and insurance smarts.

"It's the time of year where people embrace the creepy," said Joe Baratelli, executive vice president and chief creative officer for RPA. "It's great to see Farmers adopting a darker tone that will resonate and also further the campaign messaging."

With the help of Zenith Media, notable digital placements include a YouTube masthead showing "The Stranger Claims" video teaser and an interactive 360-degree experience, which will also be promoted in pre-roll and across Farmers digital and social media channels. The content will also be presented as an interactive Facebook canvas unit.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies nationally through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange, the largest of the three primary insurers that are part of the Farmers Insurance Group of Companies®, is recognized as one of the largest U.S. companies on the 2017 Fortune 500 list.

For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

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