

## Farmers Insurance® Joins 'Sesame Street's' 50th Celebration with a New Campaign and YouTube Series

**Woodland Hills, Calif. (September 10, 2019)** - Farmers Insurance® joins "Sesame Street's" 50th anniversary celebration with a new campaign that debuted September 9, which integrates the iconic show's characters into the world of Farmers® "We Know From Experience" initiative.

[There are three new commercials](#) created by agency of record, RPA, for this special series, two of which feature real-life Farmers claims reenacted with "Sesame Street's" familiar furry faces. Spots will air on broadcast networks such as NBC and CBS during college football, MLB and NFL games, in-theater and will also be supported digitally with presence on Hulu and BuzzFeed, placed by media agency Zenith. Additionally, there is a large social and digital effort to help drive traffic to a unique "Sesame Street"-themed Farmers [landing page](#) where viewers can find videos and behind-the-scenes photos.

"For over 90 years, education has been a key component of Farmers efforts to help make a positive impact in our communities. The opportunity to work with one of the most engaging and educational programs, 'Sesame Street,' and its cherished characters to help people learn a thing or two from Professor Burke was a natural fit for Farmers," said Leesa Eichberger, head of brand marketing at Farmers Insurance.

Farmers is also a sponsor of a short-form video series on "Sesame Street's" YouTube channel. This series, created and produced by Sesame Workshop, focuses on problem solving.

"We're incredibly pleased to work with Farmers on new content that encourages families to be healthy and safe," said Scott Chambers, senior vice president/general manager, educational media and licensing, North America, Sesame Workshop. "Farmers' support of the new YouTube series allows us to extend our mission of helping kids grow smarter, stronger and kinder."

"This collaboration is an amazing opportunity to continue to extend Farmers into pop culture, which we've had great success with in the past, and work with characters we all know and love," said Joe Baratelli, EVP, chief creative officer at RPA.

This latest effort, an extension of Farmers larger "We Know From Experience" campaign, builds upon the brand's strategic focus of finding exciting ways to insert itself into engaging cultural moments. In recent years, Farmers has created campaigns around movie award season, seasonal winter games, a momentous royal wedding and Halloween.

### **About Farmers Insurance**

"Farmers Insurance®" and "Farmers®" are tradenames for a group of 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 5 million households with over 15 million individual policies nationally, through the efforts of more than 45,000 exclusive and independent agents and approximately 20,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2019 Fortune 500 list.

For more information about Farmers Insurance, visit [Farmers.com](http://Farmers.com), Twitter and Instagram, @WeAreFarmers, or [Facebook.com/FarmersInsurance](https://Facebook.com/FarmersInsurance).

### **About Sesame Workshop**

Sesame Workshop is the nonprofit media and educational organization behind Sesame Street, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're present in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically-funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit [sesameworkshop.org](http://sesameworkshop.org).

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