



American Family Insurance 3 Niños Case Study

Situational Analysis / Background

The insurance category is a highly competitive arena where the top 3 brands own awareness, and therefore, consideration amongst prospective policyholders. Most, if not all, of the top insurance providers were effectively using loveable/interesting characters and critters, price/convenience-focused messaging, and cultural relevance as drivers. Competitors with an online/direct sales model that have media budgets that are 10-20 times higher are commoditizing the category leaving companies like American Family Insurance (AFI), employing an agent model, struggling to respond.

Objectives

- Differentiate the brand in a category that is highly commoditized, while increasing consideration (with a risk adverse client)
- Drive incremental quotes with multicultural audiences

Strategy

AFI's target consumer saw characters, critters, price and convenience as amusing but when it came to complicated decisions that included fine print and legalities, she would seek out a trusted advisor as well.

The AFI agents would represent the insurance company that understood her world (kids, work, language, traditions, friends ... and chaos). They saw how she wanted digital convenience but also an expert who could speak her language. AFI needed to communicate its understanding, showing her that they are protecting that which is most important to her. This idea is reflected in the AFI slogan **Aydándote a proteger a tu familia, tus sueños, tu mundo. / Helping you protect your family, your dreams, your world.**

Measurable Effectiveness / Results

- Increased advertising awareness by 31%
- Improved brand awareness by 35%
- Increased brand consideration by 19%
- For the first time in the brand's history, a multicultural creative execution was translated to English for the general market.

