



## American Family Insurance *Nadie Como Tú* Case Study

### Situational Analysis / Background

The *Unique Families* general market campaign launched in early January 2010. At that time, American Family Insurance (AFI) was capitalizing on improved brand awareness and brand consideration thanks to previous Spanish-language campaigns, and turned once again to The San Jose Group's expertise on how to best energize the Hispanic market.

### Objectives

The San Jose Group (SJG) saw the need for AFI to grab the attention of a younger generation of their target consumer while demonstrating that they understood the varied and diverse needs of Hispanic Families.

### Strategy

To SJG, bringing the essence of the *Unique Families* campaign to the Hispanic consumer meant finding a concise and simple vehicle for the message. The answer came in the form of a song. SJG licensed the rights to popular Calle 13 song "No Hay Nadie Como Tú" (There Is No One Like You) which won Best Alternative Song at the Latin Grammys in 2009.

The result was a vibrant, lively execution that spoke to Latinos across generational divisions.

### Measureable Effectiveness / Results

- Millward Brown research showed that *Nadie Como Tú* had a level of engagement 68% higher than the average competing ad.
- The campaign also ranked 28% above the norm for understanding "the insurance needs of individuals and/or families".

