



## American Family Insurance Case Study

### Situation Analysis / Background

American Family Insurance (AFI) needed to develop a more effective and efficient sales, marketing and operations business model to enable a greater foot-hold within its marketplace.

Due to the high population of Hispanics within AFI's core geographical areas, a better understanding of this community was needed. Although AFI had a Spanish translated website, its message, direction and focus was lost. The site received little attention and was underutilized, reaping few visitors and limited hits.

### Objectives

Create a powerful message that resonates with the Hispanic community, utilizing an integrated advertising strategy supported by both traditional and digital campaigns that will drive Hispanic consumers to AFI's website, connecting consumers with AFI agents.

### Strategy

The San Jose Group (SJG) expanded upon the current Spanish website, making it relevant for today's audience and allowing potential customers to find a local Hispanic agent in their area.

SJG also created an interactive online campaign that connected emotionally with Hispanic consumers. SJG not only created a banner ad campaign across a variety of Hispanic websites but developed an engaging online pre-roll video that ran before entertainment video segments tapping into a captive audience.

SJG developed a 360° approach creating a transculturated advertising campaign utilizing outdoor ads and online banner support. To complete the approach, agent support campaigns, consumer brochures, promotional materials and transculturated TV and radio spots were also developed.

### Results: Measurable effectiveness among highest geographical areas

Increased Advertising Awareness (among key targets):	+ 31%
Improved Brand Awareness (overall):	+ 35%
Increased Brand Consideration (overall):	+ 19%

