

Frankenmuth Launches Advertising Campaign

After more than 18 months of planning and production, we are excited to announce that Frankenmuth Insurance launched its first advertising campaign this week. Online ads were launched Monday on Weather Channel and Google with sponsored posts for Facebook to be deployed about once a month for the next three months. Additional digital ads will launch later this month. All of the digital ads will allow consumers to click to our new website to learn more.



This digital campaign is the next phase of an already robust branding effort we unveiled just one year ago. As part of the company's new "Frankly Speaking" branding initiative, we've developed several new materials, including the revamped website; a website video that articulates our company's mission, vision and values; a 30-second commercial; a consumer blog; and an enhanced co-operative advertising program with pre-designed print ads, digital ads and billboards.

We've been spreading the word about the branding initiative through our Round Table meetings and by conducting webinars to inform agents about how the brand can work in conjunction with co-operative advertising. If you would like to view the webinar or learn details, please contact Mary at marketing@fmins.com.

The online ads will run through August in all states in which Frankenmuth Insurance does business, targeting ZIP codes surrounding agent offices. Our strategy is to:

- Reach the target audience in their day-to-day routine (most spend time on news, weather and financial sites)
- Specifically target customers near agency locations
- Monitor and measure performance throughout the buy to ensure optimal awareness

Digital advertising allows us to target consumers who are most likely to be good customers for our Agency Partners and Frankenmuth Insurance. Consumers who see our ads will fall into a targeted group in terms of income, home and vehicle ownership, profession, good credit and driving records, insurance-related online behavior, and proximity to a Frankenmuth Insurance partner agency.

Twenty-four Agency Partners are participating in digital co-op advertising that will also launch in May. While the ads carry the Frankly Speaking brand, they will be targeted to the individual agency markets and drive consumers to agency websites.

If you would like to learn more, please email your questions to marketing@fmins.com.