

Save Time and Money With Co-operative Advertising

Frankenmuth Insurance is committed to helping your business grow. A powerful tool used to achieve this is co-operative advertising. Co-operative advertising allows your agency to get great exposure for your agency while also reducing costs for design, media and production.

Our co-op program is focused on advertising via print, radio, tv, digital, billboards and event sponsorships. However, a key piece of our co-op program is flexibility as we want to support your agency's marketing and advertising efforts. After all, you know your audience best! Bring us your ideas; we are open to discuss and collaborate.

Need some ideas? A few of the projects we have supported include: bus wrap, day of giving, billboards, minor-league sports teams, staff clothing, community event sponsorships and booth support, and high school sports gym/field advertising.

Ready to get started? Our next co-op advertising opportunity runs from March 1, 2019 to February 28, 2020. All you need to do is:

1. Present your project to the Frankenmuth Insurance team at marketing@fmins.com for approval.
2. Once it's approved, we'll work with you to develop your ad or you can create your own.
3. After both your agency and the Frankenmuth Insurance team have approved the ad, you can place it.
4. Send us the invoice and we will reimburse our portion of the cost.

If you'd like more information about Frankenmuth Insurance's co-op advertising program, talk to us at marketing@fmins.com or call (800) 234-1133 extension 2261.