Frankenmuth Insurance brings home marketing awards.



Frankenmuth Insurance's brand campaign rose to the challenge for the second year in a row – bringing home four Awards of Excellence from the Insurance Marketing & Communications Association (IMCA) annual conference in Scottsdale, AZ.

Recognition is always a high honor, but even more so when you win four awards in one night. We received Awards of Excellence for:

- "Goodnight Boss" a video that was produced in 2016 and will be deployed during our 2017 brand campaign.
- An employee awareness campaign for CyberScout, our identity protection service that is extended to employees as well as policyholders who carry our homeowners insurance.
- Ads in the Michigan State University and University of Michigan game day programs for football, basketball and hockey.
- Our 2016 digital marketing campaign, which ran in all 11 states where Frankenmuth Insurance does business.

"We work hard every day to provide peace of mind to our policyholders. The company's brand campaign is aimed at spreading that word to other families and businesses throughout the states where we do business," said Marcia Merando, Marketing Director. "Earning this recognition from a field that includes some of the largest insurance companies in the country is an honor. But the real success is in compelling consumers to seek out one of our independent agency partners about protecting their insurance needs."

Marketing Manager Jennifer McDermitt accepted the awards on behalf of the company. More than 300 entries were submitted in a variety of categories.

Frankenmuth Insurance has been providing peace of mind for families and businesses for nearly 150 years. Because insurance is both complicated and critical to people's lives, Frankenmuth works exclusively with 550 independent agents to provide business, home, auto and life insurance policies. With more than 600 employees, the company is headquartered in Frankenmuth, Michigan, and offers insurance products in 15 states. Frankenmuth Insurance is financially sound, with more than $1 billion in assets. The company has an AM Best rating of "A" (Excellent) and is a top performer on the Ward's 50® list.