

Frankenmuth Insurance Co-op Assets Earn Awards of Excellence

Want to get the word out about your agency using award-winning co-operative advertising assets? With Frankenmuth Insurance, you can.

We couldn't be more excited to announce Frankenmuth Insurance was honored for various elements of its "Frankly Speaking" brand campaign from the Insurance Marketing & Communications Association ([IMCA](#)).

Two of the four awards were given for elements of our co-operative advertising program:

- A series of print ads in the Michigan State University and University of Michigan [game day programs](#) for football, basketball and hockey. **These ads are done co-operatively with Michigan agency partners, and we are seeking partners for the 2017-2018 sports seasons. If you would like to learn more about the program, please email us at marketing@fmins.com. The ad deadline is Aug. 3, 2017.**
- The new "[Goodnight Boss](#)" 30-second Commercial Lines video, which was produced in 2016. A version of the video was created to allow agencies to add their logo for use in agency marketing efforts on cable, social media and websites. To develop your own customized version of the video, contact us at marketing@fmins.com.

In addition, IMCA honored Frankenmuth Insurance for:

- An [employee awareness campaign](#) to promote CyberScout, an identity protection service that is extended at no cost to all agency staff and all homeowners policyholders.
- Our "Frankly Speaking" [digital marketing campaign](#), which targeted audiences around all agency offices in 11 states.

"These awards truly speak to the progress we have made in executing effective marketing programs for Frankenmuth Insurance and our agencies," said Marketing Director Marcia Merando. "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 helping to build greater awareness of our company and assisting our agency partners in presenting FI to their best customers."



Pictured above: Marketing Manager Jennifer McDermitt was present to accept four awards on behalf of Frankenmuth Insurance from the Insurance Marketing & Communications Association. This is the second year IMCA has recognized Frankenmuth Insurance for elements of its corporate brand campaign.

Ready to take advantage? Send an email to marketing@fmins.com.