

# Frankenmuth Insurance Receives Top Marketing Awards

Frankenmuth Insurance is pleased to have been recognized for our marketing and advertising campaigns from the Insurance Marketing & Communications Association ([IMCA](#)) for a third year in a row. Among the winning submissions were two assets developed in celebration of our company's 150th anniversary.

During the awards ceremony that capped off the annual conference of IMCA, Frankenmuth Insurance received Best of Show awards for:

- "[Neighbor Helping Neighbor](#)" – a video that was produced this year to honor our past and celebrate the future of our company. If you would like to add this video to your agency's website to help customers learn more about Frankenmuth Insurance, contact [marketing@fmins.com](mailto:marketing@fmins.com) for instructions.
- Our 2017 "competitive conquering" campaign, which ran in all 11 states where Frankenmuth Insurance does business, and targeted consumers with digital ads to their smartphones or tablet after they were exposed to competitors' TV commercials.

In addition, IMCA honored Frankenmuth Insurance with an Award of Excellence for our [150th anniversary booklet](#) that was designed to share the story of our company's history with our agency partners, employees and community.

"Earning this recognition for a third year from our industry peers is an incredible honor, and speaks volumes of the progress we've made in executing effective marketing programs for Frankenmuth Insurance and our agencies," said Marcia Merando, Marketing Director. "We're thrilled to bring home top awards for assets that highlight our company's rich history and strong agency relationships that have stood the test of time."

Marketing Manager Jennifer McDermitt was present to accept the awards on behalf of Frankenmuth Insurance from the Insurance Marketing & Communications Association. More than 200 entries were submitted in a variety of categories.

In celebration of 150 years of strong agency relationships, we're pleased to offer 150th-themed billboard and radio co-operative advertising options to help agencies share our story of lasting partnerships right in their communities. If your agency would like to take advantage, please email us at [marketing@fmins.com](mailto:marketing@fmins.com) to get started.