# Frankenmuth Insurance's 150-year history shines as 'Best of Show' at IMCA.




Frankenmuth Insurance's marketing and advertising campaign rose to the challenge for the third year in a row – bringing home two Best of Show awards and an Award of Excellence from the Insurance Marketing & Communications Association (IMCA) annual conference in Atlanta, GA.

This year, the recognition is extra special, as our company celebrates its 150th anniversary. We 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.
- Our 2017 competitive conquesting advertising campaign, which ran in all 11 states where Frankenmuth Insurance does business.

We also earned an Award of Excellence for our 150th anniversary booklet that was designed to share the story of our company's history with our employees, independent agency partners and community.

"We're thrilled to bring home top awards for assets that recognize our company's long history and commitment to provide peace of mind to families and businesses every day," said Marcia Merando, Marketing Director. "Earning this recognition for a third year from our industry peers 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 200 entries were submitted in a variety of categories.

Last year, IMCA honored Frankenmuth Insurance with four Awards of Excellence for various elements of its digital, advertising and employee communication campaigns.

For more information about our 150 years, read our blog: We're celebrating our 150th birthday this year!