

American Family Insurance Debuts its First Music Licensing Effort with its Current Hispanic Advertising Campaign

American Family Insurance and The San Jose Group recently debut its first ever music-licensing advertising campaign for the Hispanic market. This transculturation of "Unique Family" General Market Campaign Features Latin GRAMMY Award-Winning "No Hay Nadie Como Tu" Song by Calle 13

Chicago (Vocus) October 29, 2010

American Family Insurance, in partnership with The San Jose Group, recently debuted its first-ever music-licensing advertising campaign for the Hispanic market.

"This popular song was an ideal match for American Family's 'Unique Family' general market marketing campaign and enhances the communication that our product offerings are tailored for each family's specific needs," says Telisa Yancy, the company's advertising director. "The Hispanic audience quickly identifies with Nadie Como Tu's lyrics. The song allowed us to properly transculturate our campaign and reach an important customer base."

The lyrics of "No Hay Nadie Como Tu" (English: There's no one like you) complement American Family Insurance's advertising program aimed to identify with the family that is like no other, whether they are of a different culture or have different needs. The reggaeton song by Calle 13 and Café Tacuba won the best alternative song at the 2009 Latin GRAMMY's and is a collective mix of Latin music styles.

"American Family Insurance understands the complexity of the diverse consumers in the marketplace today and this effort is indicative of their commitment," says George L. San Jose, COO and president of The San Jose Group. "As a client, the company understands the importance of connecting with consumers at their core and, with Hispanics being a large audience for American Family, this campaign allows the company to do just that."

Along with a television and radio spot, the campaign also includes print and online banner ads to complement the overall unique family branding message American Family Insurance is communicating.

The current campaign is scheduled to run through December 2010.

To view the creative campaign, click on the link : <http://www.amfamlatino.com/enes/learn-and-plan/videos/default.asp>

American Family Insurance's marketing and advertising is an extension of the company's mission statement: "To be the most trusted and valued service-driven insurance company." The company markets its products through exclusive agents who get to know their customers' individual needs and evolving life circumstances.

About American Family Insurance

Based in Madison, Wis., American Family Insurance offers auto insurance, homeowners insurance, life insurance, health insurance, business and farm/ranch insurance in 19 states. American Family Insurance is the nation's third-largest mutual property/casualty insurance company and ranks 344th on the Fortune 500 list. Web: <http://www.amfam.com>; Facebook: <http://www.facebook.com/amfam>; Twitter: <http://www.twitter.com/amfam>.

About The San Jose Group

Established in 1981, The San Jose Group is a traditional/digital persuasive content agency that specializes in



The San Jose Group Logo

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developing innovative marketing communications solutions that connect brands and consumers to their core purpose. The agency's Convergent Marketing Solutions model is supported by best-in-class business units that embrace today's converging consumers, markets and channels. The San Jose Group and San Jose Public Relations are members of The San Jose Network Ltd., the largest independent advertising agency network servicing the U.S. and Latin America. For more information, visit <http://www.thesanjosegroup.com>.

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