

SUNDAY, JULY 18, 2010

## The San Jose Group Unveils Second Multicultural Concept Based on Global Truths for American Family Insurance

The San Jose Group Unveils Second Multicultural Concept Based on Global Truths for American Family Insurance

Multicultural agency develops concept with crossover appeal for reaching both Hispanic and general markets

Chicago, IL (Vocus/PRWEB) January 26, 2011

Continuing on the success of its previous efforts in finding global truths among Hispanic and general market audiences for client American Family Insurance, The San Jose Group(SJG) has developed a second concept that transcends traditional segmentation to effectively resonate with both markets. Part of the overall Unique Families campaign, the new television executions, "Three Kids", embrace today's new markets with global insights that cut across ethnic diversity.

"The 'Three Kids' spots showcase the reality of today's multicultural market and the unique insurance needs of each family", said Telisa Yancy, advertising director at American Family Insurance. "The concept tested very well in focus groups across the Hispanic and general markets and both audiences quickly identified with the message. It effectively communicates that American Family Insurance understands the insurance needs of individuals and/or families."

The "Three Kids" television spots focus on the busy life of the total market mom, featuring different scenes driving her kids around town to take them to and from different activities. The universal sentiment in the spots is that every mom's life is hectic and a little chaotic, and each family has different needs. American Family Insurance understands that every family, no matter what market they represent, is unique and offers custom insurance policies that fit their needs while making the process easy.

Since launch of "Three Kids" and the entire Unique Families campaign, consideration has increased from 29% to 36% for the brand in the general market. Of the campaign's four executions tested, "Three Kids" is one of the most memorable and stronger than all previously tested spots for the company.

"Three Kids" marks the second time SJG has gone through the process of uncovering global truths for American Family Insurance's advertising efforts. In 2010, after the creative concept for the Spanish spot, "Batazo," tested well in both Hispanic and general market focus groups, SJG developed an English-language spot, "Baseball", for the general market.

"Seeing how the reality that today's general market is multicultural, we're excited to be on the forefront of the emerging trend to develop creative that is transferable among all cultural and ethnic audiences", stated George L. San Jose, president and COO for SJG. "Like 'Batazo/Baseball', the 'Three Kids' concept focuses on a global truth that allows us to provide creative and production efficiencies for our client."

### POPULAR POSTS

[AAA Auto Insurance Discussed by InsuranceAgents.com](#)

PRLog (Press Release) – Jul 17, 2009 – Chicago  
(InsuranceAgents.com) – The American Automobile Association insurance company is one of the...

[DaVita Redesigns Website to Add Diabetes Section](#)

DaVita Redesigns Website to Add Diabetes Section DaVita Inc. (NYSE:DVA) has redesigned its company's kidney disease educational Web site ...

[Lifeinsuranceagency.com offers free quotes and resourceful](#)

Along with Spanish and English television spots, the campaign also includes radio, print and online banner ads for the Hispanic market to complement the overall unique family branding message.

To view both "Three Kids" spots, please click on the link: <http://thesanjosegroup.com/work/>

#### 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 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>.

###

To view this document on the web click on this link.

Posted by Just at 9:23 AM

Labels: [insurance](#)

#### information on Life Insurance

PRLog (Press Release) – Jun 08, 2009 – Hollywood, California - Not everyone readily understands the importance of having a good life insur...

#### InternationalLiving.com Releases 2010 Index of World's 25 Best Retirement Destinations

InternationalLiving.com Releases 2010 Index of World's 25 Best Retirement Destinations InternationalLiving.com's newly released 2010 Re...

#### Scribe Software Announces Online Integration Platform at First International User Conference

Scribe Software Announces Online Integration Platform at First International User Conference Scribe Software, a leading application integ...

#### Coalition to Address the State of HIV/AIDS in Indiana; Calls for HIV Gap Fund to Address Medical Costs Under New Medicare/Medicaid

Coalition to Address the State of HIV/AIDS in Indiana; Calls for HIV Gap Fund to Address Medical Costs Under New Medicare/Medicaid The In...

#### How To Get Senior Dental Insurance Coverage

PRLog (Press Release) – Jul 28, 2009 – If you're an elderly person who's in need of dental insurance, than there are a few companies that ...

#### Author B. Wayne Gladden to Speak on His Latest Wealth Accumulation Manual

Author B. Wayne Gladden to Speak on His Latest Wealth Accumulation Manual B. Wayne Gladden, author of the "Learn a Lot, Earn A Lot" busin...

#### Health Costs Relating to Obesity Skyrocket

PRLog (Press Release) – Jul 29, 2009 – A new report published in the journal Health Affairs shows that the cost of treating obesity-relate...

[Newer Post](#)

[Home](#)

[Older Post](#)

#### Upcoming Webinar Aims to Help Attendees Identify Green Building Risks in an Era of New Construction Standards

Upcoming Webinar Aims to Help Attendees Identify Green Building Risks in an Era of New Construction Standards The WPL Publishing webinar ...

#### BLOG ARCHIVE

[03 Feb \(20\)](#)

[02 Feb \(33\)](#)

[01 Feb \(58\)](#)

[31 Jan \(45\)](#)