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# The CEOs Summit Conference Hispanic Digital and Print Media

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Wednesday, October 5, 2011

### American Family Insurance Explores the Hispanic Interpretation of the American Dream in New Ad Campaign

CHICAGO, IL, Oct 05, 2011 (MARKETWIRE via COMTEX) -- Like many other foreign-born consumers living in the United States, Hispanics tend to have a strong appreciation of what the "American Dream" represents. Often times coming from difficult situations in their native countries, their past experiences shape how they define the concept. American Family Insurance, in partnership with The San Jose Group (SJG), explores this in its latest Hispanic market advertising campaign, "American Dreams."

Consisting of television, radio, print and online executions, the campaign utilizes inspirational factors and messaging. "Our research uncovered that the American Dream for foreign-born Hispanics in the United States pertains to a dream being realized, and has a much stronger significance for them than for their American-born counterparts," said Jim Legg, executive vice president of leadership and innovation at SJG. "Being able to work, provide for their family, give their children a good education and having opportunities is their interpretation of the American Dream."

The foundation of the campaign is that all things are possible for those who dream. The creative focuses on a father and his teenage son, who dreams about the excitement and glory of being a racecar driver. In the different executions, the father brings his son back to reality while an American Family Insurance agent

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### About Us



### LATINVISION MEDIA

We are a New York-based company that connects and promotes businesses, entrepreneurs and professionals to the US Hispanic and Latin American markets. LatinVision also operates various business portals, blogs, and news sites, and hosts year-round Marketing to Latinos Conferences and Business Networking Events.

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## NATIONAL HISPANA LEADERSHIP INSTITUTE



conveys the message that the company offers protection for every family's dreams.

"The campaign ties together the possibility for prosperity, and how American Family Insurance is an avid supporter of dreams and protecting them with our policies and services," said Telisa Yancy, advertising director at American Family Insurance. "One example highlighted in the creative is our Teen Safe Driver program, which can help reduce risky teenage driving behavior by up to 70 percent."

**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 358th on the Fortune 500 list. Web: www.amfam.com ; Facebook: www.facebook.com/amfam ; Twitter: 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/index.html>

SOURCE: American Family Insurance

POSTED BY LATINVISION MEDIA AT 6:52 PM

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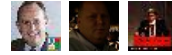
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New York Time

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