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Allstate, American Family Differ In Hispanic Approach

by Tanya Irwin, Jan 27, 2011, 4:27 PM

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Allstate and American Family Insurance are taking different approaches to their marketing targeting Hispanic consumers.

A spinoff of its national general market advertising campaign, "Mayhem," Allstate is introducing an effort with the antagonist "Mala Suerte," who represents unfortunate circumstances. The word "mayhem" has no literal translation in the Spanish language, which led Allstate to create "Mala Suerte" to resonate more directly with Hispanics.

Meanwhile, a new 30-second spot from American Family Insurance, "Three Kids," is aimed at reaching both the Hispanic and general market. Part of the insurer's "Unique Families" campaign, the new TV executions find "global truths" among Hispanic and general market audiences, says 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," Yancy says in a release. "It effectively communicates that American Family Insurance understands the insurance needs of individuals and/or families."

Allstate's 30-second TV spot, created by Lapiz, aims to show the protection, value and peace of mind that Allstate provides when bad things happen. Consumer research showed that many Hispanic consumers blame fate or bad luck for an accident and are more likely to find fault with circumstances rather than a person who may have done something "wrong," says Georgina Flores, senior marketing manager for Allstate Insurance Company.

"Mala Suerte" is introduced as a polished and confident-looking man. However, his mere presence creates a series of misfortunes that are intended to remind people of what can go wrong and the protection Allstate can provide when it does. He startles a window-washer, which causes a bucket to fall several stories and land on the hood of a car. The ad closes with the voiceover, "Dollar for dollar, nobody protects you like Allstate."

Northbrook, Ill.-based Allstate's TV spots will be supported with print, radio, online and social media. People can visit MiAllstate.com/MalaSuerte to play a card-reading game. "Mala Suerte" is also present on Facebook and Twitter -- fans can "like" Soy La Mala Suerte on Facebook and have messages in their newsfeed for ways he can mischievously cross your path.

The American Family Insurance spot, created by The San Jose Group, focuses on the unique insurance needs of each family. The "Three Kids" television spots are about the busy life of the "total market" mom, featuring scenes of her 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.

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.

"Three Kids" is the second spot for the Madison, Wis.-based insurer that transcends ethnicity. In 2010, after the creative concept for the Spanish spot, "Batazo," tested well in both Hispanic and general market focus groups, an English-language spot "Baseball" was developed for the general market.

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