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American Family Creates Hispanic Marketing Campaign

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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," said Telisa Yancy, the company's advertising director. "The Hispanic audience quickly identifies with Nadie Como Tu's lyrics. The song allowed us to properly transculture 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.

Along with a television and radio spot, the campaign also includes print and online banner ads to complement the unique family branding message. The current campaign is scheduled to run through December 2010.

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