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American Family Insurance Receives Gold Awards

May 11, 2011

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Chicago, IL (PRWEB) May 11, 2011

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The Aurora Awards have honored American Family Insurance with two Gold Awards for two television spots: Spanish-language “Nadie Como Tu” and English-language “Three Kids.” Created by multicultural advertising agency, The San Jose Group, the television spots were considered among the best in their industry.

“We are a company that really cares about our clients and understands what their needs are,” said Telisa Yancy, Advertising Director for American Family Insurance. “We are proud to receive this honor from the Aurora Awards.”

The core message of the “Nadie Como Tu” spot is that American Family Insurance celebrates each customer’s unique needs. Featuring the song, “No Hay Nadie Como Tú” (“There’s Nobody Like You”), by Calle 13, a very famous duo of Puerto Rican singers, the spot marks the first time an insurance provider featured a Latin Grammy award winner for best alternative song in a Hispanic campaign. The scenes in the spot were developed and produced to reflect the lyrics of the song and further strengthen the emotional connection with the Hispanic consumer.

The “Three Kids” television spots focus on the busy life of the total market mom, featuring different scenes driving her kids to and from various 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. The concept was developed from a global truth that transcends traditional segmentation to effectively resonate with both markets. American Family Insurance understands that every family is unique, and offers custom insurance policies that fit their needs while making the process easy.

“We can see why our campaigns are being awarded, because we apply our Convergent Marketing Solutions model, based on the reality that today’s general market is now multicultural” stated George L. San Jose, president and COO for The San Jose Group.

The Aurora Awards is an international film and video competition designed to recognize excellence in programs and commercials. Participants are judged on creativity, message effectiveness and technical excellence.

To view both “Three Kids” and “Nadie Como Tu” spots, please visit:
<http://thesanjosegroup.com/work/americanfamilyinsurance>

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: amfam.com; Facebook: facebook.com/amfam; Twitter: twitter.com/amfam.

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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 thesanjosegroup.com.

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