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Cultural Relevance as a Business Strategy

Farm Bureau Insurance-*Nuestros Valores*



Farm Bureau Insurance's Hispanic Marketing Program

The SosaGroup was retained to develop a corporate positioning and Hispanic/Latino marketing program for Indiana Farm Bureau Insurance (FBI) that would support the company's desire to develop and implement a comprehensive bilingual communications and awareness campaign. Farm Bureau wanted to position itself as an insurance and financial services company that meets the needs of this community.

Bi-monthly, bilingual publications (Advertorials entitled *Nuestros Valores*) that are designed to be the vehicle on which the culturally familiar message (**explaining the concepts of insurance**) is delivered on a "personal level".

These Advertorials will be designed to EDUCATE—tell Farm Bureau's "story" in a culturally relevant, friendly, familiar manner (like a magazine does), reaching this demographic through the entire family. There will be information useful to single adults, heads of households, teens, students and kids.

These "publications" will be distributed through agents, at festivals, in schools and churches, through social service agencies and/or anywhere Latinos live and socialize. They allow FBI to present their particular products in an editorial context (fostering credibility and objectivity) and in supportive "advertisements" as well. Local personalities, agents and employees can be used to create a local, concerned, familiar face and environment.



INTEGRITO™
A modular US Latino marketing system