

Frankenmuth Insurance Wins Big at IMCA Showcase Awards



We couldn't be more flattered to have earned an Award of Excellence from the Insurance Marketing & Communications Association (IMCA) for our "Frankly Speaking" branding campaign.

On Tuesday, June 21, Frankenmuth Insurance was honored at the Showcase Awards held during the IMCA Annual Conference in Baltimore, MD. For 58 years, the Showcase Awards have been a way to illuminate those who strive to raise the bar for marketing and communication standards in the insurance industry. This year, more than 300 entries were submitted in a variety of categories for a chance at a Showcase Award.

To earn this award, Frankenmuth Insurance highlighted the campaign's new website, brand videos, social media content, advertising and creative assets. That's why we're so proud of our brand for rising to the challenge — just like we do when it comes to protecting families and businesses. It's a challenge we've been meeting for almost 150 years.

Our brand is our identity — our promise. We believe insurance starts with a conversation, and frankly, the fact that someone recognized our efforts to communicate that message makes us feel pretty special.

Want to learn more about our award or campaign? Let's have a frank conversation. Contact us today.

(Left to right): Lauren Zuzelski, Brogan & Partners Account Director; Maureen Lafrinere, Frankenmuth Insurance Marketing Manager.