

## 21st Century Insurance Launches Marketing Campaign Through Publishers Clearing House

*By Larkin/Volpatt*

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*Multi-channel campaign targets 9 million winning and savings-minded consumers with value-based auto insurance savings offer*

New York – 21st Century Auto Insurance, a member of the Farmers Insurance Group of Companies®, today announced the launch of a multi-year, affinity-based marketing campaign and partnership through Publishers Clearing House (PCH) and its digital network. The multi-channel campaign launches the online components today and promotes 21st Century Insurance following an entry into the popular PCH sweepstakes. The campaign also includes banner advertising, video ads and email outreach to the PCH member community.

The offline component is comprised of targeted direct mail offering additional chances to win and potentially save hundreds of dollars through 21st Century Insurance. The multi-year, multi-channel program will reach more than 9 million loyal members of the PCH community. It is the first new affinity-based partnership to launch for 21st Century Insurance since being acquired by the Farmers Insurance Group of Companies in July 2009.

“We are always looking to reach consumer segments that share a common interest and to whom we can deliver the benefit of very competitive rates because of their affinity standing,” said Janet Hawkins, Chief Marketing Officer for 21st Century Insurance. “The Publishers Clearing House member community, both online and offline, is filled with a national and diverse group of people that are interested in winning opportunities and great value from a trusted auto insurance provider.”

The overall message of the campaign is an endorsed PCH offering with savings via a tailored auto insurance policy. Members of the PCH family will be offered the opportunity to save hundred of dollars through 21st Century Insurance. In addition to the components described above, there is an email campaign and a 21st Century Insurance video ad on PCHTV.com, which will preview in October. This is the first time Publishers Clearing House will launch a campaign that fully utilizes all of its communications channels.

“We are particularly excited about the social media opportunities that have developed as a result of this new partnership with PCH” noted Hawkins.

One such opportunity will be the "PCH Deal of the Week," where PCH Facebook fans and Twitter followers will receive additional offers if they apply for an auto insurance policy from either of the social media links during the promotional time period. The social components will also include send to friend capabilities to help drive viral elements of the campaign.

“We have taken great efforts to build out our online and offline community members. The people that interact with our brand, sometimes on a daily basis through our online properties, inherently trust PCH and value the offers we provide for them,” said Andrew Zucker, Chief Revenue Officer for Publishers Clearing House. “Working with 21st Century Insurance, a household name for over fifty years, made sense for PCH and is a perfect offering for our growing base of loyal members.”

21st Century Insurance is a leading auto insurance provider and a member of the Farmers Insurance Group of Companies, the third-largest personal lines insurer in the United States.

#### About the PCH Online Network

The PCH Online Network is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company promotes its products by providing site visitors with a chance to win valuable sweepstakes prizes. With more than 3.5 million new registrants per year, more than 5 million unique visitors per month and a database of more than 10 million customers, the PCH Online Network continues to be a viable opportunity for advertisers to reach a diverse group of men and women online. For more information about the PCH Online Network, visit <http://www.pch.com>.

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Phone	415-994-8864