

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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Subject: State Farm Secures Its Spot as Marketer of the Year with Support from AOR interTrend Communications

State Farm Secures Its Spot as Marketer of the Year with Support from AOR interTrend Communications



Long Beach, CA May 21, 2010 - State Farm adds Asian American Advertising Federation's (3AF) Marketer of the Year award to its long list of achievements after launching a first-rate campaign, 3AF announced Thursday.

State Farm and AOR interTrend Communications employed cultural insights to engage extant and prospective customers with a multifaceted campaign. By homing in on ethnic segments, opening a dialog with the Asian American community and constructing a culture of understanding within its own walls, State Farm sought to create a lifelong connection to this growing market.

Cultivating its identity as an integral part of community and family, State Farm combined culturally-significant motifs with poignant messages. Grass-roots campaigning at events, like local Lunar New Year celebrations, or culturally-focused contests, such as Asian Indian Bollystar, enabled State Farm to connect with members of the community. interTrend's market analysis revealed disparate insurance shopping patterns within the Asian American community, allowing State Farm to communicate uniquely to each segment while avoiding homogeneous messaging.

An unprecedented portion of State Farm's campaign was directed internally. Awareness programs implemented by the company encouraged cultural understanding. State Farm's multi-tiered campaign brilliantly achieved a genuine sense of interconnection, creating an environment where marketing efforts are more than lip service.

State Farm has taken the lead in the Asian American market. The company's win follows last year's honor as top corporate marketer in the US Asian market by Ad Age. The 2010 3AF award demonstrates a job well-done for both State Farm and interTrend Communications.

About State Farm®:

State Farm insures more cars and homes than any other insurer in the U.S., is the leading insurer of watercraft and is also a leading insurer in Canada. State Farm's 17,700 agents and more than

67,000 employees serve 81 million policies and accounts – almost 79 million auto, fire, life and health policies in the United States and Canada, and nearly 2 million bank accounts. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 34 on the Fortune 500 list of largest companies. For more information, please visit statefarm.com® or in Canada statefarm.ca®.

About interTrend

interTrend is the largest, minority owned, full service, Asian focused marketing communications agency in the United States. Established in 1991, our mission is to be the go-to source for all things related to Asia. We leverage our Asian DNA and create simple, usable brand experiences for global minded clients seeking to make their brands more engaging to their multicultural and digitally savvy consumers.

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About This Newsletter

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