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Pekin Insurance™ Research Findings Inspire Rebranding

*Summary: At a time when insurance companies are under greater scrutiny for not fulfilling commitments to policyholders, Pekin Insurance™ continues to deliver on its promises, based on findings from focus-group research. As a result, Pekin Insurance is undergoing a rebranding, leaving behind the theme “Depend On Your Hometown Professionals,®” and embracing the message, **Beyond the expected,™** encapsulating Pekin Insurance’s demonstrated ability to deliver on its promises.*

Pekin, IL — (February 26, 2010) Pekin Insurance, an 89-year-old comprehensive provider of auto, home, business, health and life insurance in a 5-state region conducted research among their stakeholders in the spring of 2009 and found that “the general image of Pekin Insurance does not do justice to who Pekin Insurance really is.” As a result, Pekin Insurance is rebranding—developing a new logo, advertising campaign and external messaging to better match the “above and beyond” service they provide.

Scott Martin, the company’s Chief Operating Officer, unveiled the new Pekin Insurance rebranding campaign to employees at the insurance company’s Pekin, Illinois headquarters on Friday, February 26. The redesigned logo, and revised messaging, brochures, print and electronic materials all center on the new Pekin Insurance theme, based on the words of a focus group participant, who said that Pekin Insurance always goes “**Beyond the expected.™™**”

“We were pleased to hear about the positive response from the focus groups. We did learn, however, that our communications did not reflect these attitudes ... that we are changing, improving and on the move,” Martin commented. “When that



happens, it's time to assess a rebranding effort. At Pekin Insurance, we have always focused more on developing and delivering excellent insurance products than on the company's image. But given the challenging times facing the insurance industry, our employees and I believe that it is critical that our agents, our policyholders and our prospective policyholders know that Pekin Insurance is a company they can trust to do what we say we will do. That we go ***Beyond the expected.***TM "

The Pekin Insurance rebranding includes a rebranding Internet microsite that allows viewers to hear stories about ***Beyond the expected***TM experiences first-hand from Pekin Insurance policyholders, adjusters and agents. Edited for television and radio co-op spots, extended versions of all the stories will be posted at the microsite www.beyondtheexpected.com, where the first three are now available for viewing.

Since 1921, Pekin Insurance has risen to become one of the country's most successful regional insurance providers. With combined assets of almost \$2 billion, they've grown into a company of more than 700 employees, 1,100 agencies, and 7,000 independent agents. The Pekin Insurance Group is comprised of four companies, The Farmers Automobile Insurance Association (FAIA), Pekin Insurance Company (PIC), Pekin Life Insurance CompanyTM (PLIC) and PAC, Inc. With headquarters in Pekin, Illinois, Pekin Insurance provides Auto, Home, Business, Health and Life insurance in Illinois, Indiana, Iowa, Ohio and Wisconsin.

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