

For Immediate Release

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Amerisure’s Ad Campaign Receives Industry Award from International Organization

FARMINGTON HILLS, Mich., January 21, 2016—Amerisure Mutual Insurance Company has been honored with a Platinum Hermes award for its “A is for Amerisure” advertising campaign by the Hermes Creative Awards. The Platinum Hermes award is the highest recognition from the international organization.

“Working alongside with our advertising agency, Marketing Associates, we’re honored to be acknowledged for our advertising campaign,” said Gerald Chiddick, Vice President of Marketing with Amerisure. “The ads showcase proof points of how Amerisure continues to have an impact in protecting workers and reducing losses. The goal of this approach is to drive traffic to the relevant areas of our [website](#) and ultimately delivering leads to our *Partners for Success*[®] agencies.”

The award-winning campaign borrows heavily from the Amerisure name and takes the “A” from the logo and uses it to help deliver meaningful messages. “The Amerisure ‘A’ has a stance that inspires confidence and strength,” said Jennifer Nyquist-Bivins, Director of Brand Management with Amerisure. “This approach connects to our name, making it more memorable, and can be used in a variety of communications as a significantly strong branding element.”

According to Hermes Creative Awards, the competition received more than 6,000 entries from the United States and 22 other countries, and is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production, web and freelance professionals. AMCP oversees awards and recognition programs, provides judges and sets standards for excellence.

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Press Release



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This is the sixth time Amerisure has been recognized by the Hermes Creative Awards.

About Amerisure Insurance

Amerisure Mutual Insurance Company is an insurance organization charged with creating exceptional value for its *Partners for Success*[®] agencies and policyholders. As an A-rated (Excellent) property and casualty insurance company licensed in 50 states, Amerisure provides a comprehensive line of insurance products to protect businesses focused in construction, manufacturing and healthcare through strategically located Core Service Centers. For more information, visit amerisure.com.

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