

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: Allstate Asian American Ad Campaign Receives Honorable Mention at 9th Annual ANA Multicultural Excellence Awards

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NORTHBROOK, IL, (October 6, 2009) – Allstate Insurance Company and multicultural advertising agency Kang & Lee have together received an honorable mention at the ANA Multicultural Excellence Awards in the Asian American Ad Campaign category. The ninth annual Multicultural Excellence Awards dinner ceremony, hosted by the Association of National Advertisers, Inc. (ANA), took place on October 5th in Phoenix, Arizona, during the annual ANA Multicultural Marketing & Diversity Conference.

This is the fourth Allstate Asian American campaign to receive a national industry honor in the last six years and the first back-to-back honors for the Allstate/Kang & Lee team. Last year, Allstate's 2008 Chinese Lunar New Year Olympic-themed print advertising won an 'honorable mention' as one of three finalists at the 8th Annual ANA Multicultural Excellence Awards. In 2004, Allstate and Kang & Lee received two honors in the same year: a Gold Award from the 2004 International Summit Creative Awards in the category of "Consumer Newspaper Full Page or Larger" and the American Advertising Federation (AAF) Mosaic Award in the category of Multicultural Ad Campaigns.

“By combining Allstate agents who reflect the diversity of the communities they serve with the kind of effective advertising being acknowledged today, we're demonstrating our commitment to multicultural markets in a way that's powerful and authentic for our customers,” said Lisa Cochrane, vice president of marketing at Allstate. “This honor is also special because it recognizes advertising that not only moves the consumer emotionally, it moves product”.

The Multicultural Excellence Awards, a leading industry distinction judged by ANA member companies, honors the year's best multicultural advertising campaigns reaching African-American, Asian, and Hispanic consumers. In the Asian category, submissions by a wide range of marketers and agencies vied for only three awards - a single winner and two honorable mentions. Allstate's submission – a Vietnamese and Korean print campaign created by Kang & Lee Advertising – garnered an honorable mention.

The objective of the campaign was to promote Allstate's Your Choice Auto (YCA) insurance policies to Korean and Vietnamese drivers in California, thereby generating leads for Allstate's Korean and Vietnamese community-based agents. YCA is an affordable auto insurance policy which offers a 'suite' of benefits and rewards.

In the Vietnamese print ad, the core visual was that of an individual Vietnamese silver coffee filter on a cup – such as is ubiquitous in Vietnamese cafes and restaurants in Asia, and in the United States. The coffee with filter was used in the ad as a recognizable,

culturally-relevant metaphor for something that is not only affordable, but is customized and ‘perfectly blended’ – reflecting Allstate’s YCA auto policies which are both affordable, and embody a ‘perfect blend’ of benefits and rewards.

The Korean print ad focused on an image of a ‘ChongSaChoRong’ - a traditional Korean lantern that is used to welcome esteemed guests to one’s house. The ‘ChongSaChoRong’ was invoked in the ad to ‘welcome’ Korean auto insurance shoppers to Allstate’s affordable Your Choice Auto offer.

The Multicultural Excellence Awards is sponsored by the ANA Multicultural Marketing committee. Winners are chosen based on creativity of the campaign and relevance to the ethnic-targeted segment. There were a total of seven awards categories in this year’s competition: African American, Asian, Digital Media, General Market, Hispanic, Radio (new this year) and Significant Results.

Entries were judged by a panel consisting of corporate members of ANA's Multicultural Marketing Committee, and selected leaders from multicultural media companies. All entries in languages other than English were submitted with translations.

Both ANA-member and non-member companies were able to enter campaigns that ran for a minimum of two weeks in the United States between May 2008 and April 2009.

“We would like to extend our sincerest congratulations to our clients for this important industry recognition, and we thank Allstate for its unwavering commitment to Asian American marketing - a commitment which has inspired our agency to reach creative heights,” said Cynthia Park, president, Kang & Lee Advertising.

The Allstate Corporation (NYSE: ALL) is the nation’s largest publicly held personal lines insurer. Widely known through the “You’re In Good Hands With Allstate®” slogan, Allstate is reinventing protection and [retirement](#) to help more than 17 million households insure what they have today and better prepare for tomorrow. Consumers access Allstate insurance products and services through Allstate agencies, independent agencies, and Allstate exclusive financial representatives in the U.S. and Canada, as well as via www.allstate.com and 1-800 Allstate®.

Kang & Lee Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in North America, ranked #1 Asian multicultural agency by Advertising Age Magazine on April 27, 2009. Headquartered in New York City, Kang & Lee services a wide range of blue-chip clients in diverse product categories.

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