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**FOR IMMEDIATE RELEASE**

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**AMICA TO CUSTOMERS: WE UNDERSTAND**

***Cronin and Company, LLC. Launches New Television and Radio Campaign for Amica Insurance***

**GLASTONBURY, CONN./October 29, 2008** – We all have enough things to worry about these days; car insurance shouldn't be one of them. That's the message Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, is sending to customers who are considering changing insurance carriers in a new campaign launching this week. Developed by Cronin and Company, LLC, a full-service marketing communications agency, the campaign includes a 60-second and 15-second television spot and a 60-second radio spot.

"In these times of uncertainty, Amica's solid foundation and commitment to customer service is a true differentiator," said Steve Wolfberg, partner/president and chief creative officer at Cronin. "Amica is a steady, dependable presence in a world that is anything but."

"Worries," a direct-response 60-second television commercial, follows three people worried about various aspects of their lives. From a young woman concerned about her carbon footprint, to a man worried about termites and radon in his home, to a man facing the effects of a torn rotator cuff, the commercial uses humor to demonstrate how, regardless of all the worries consumers face, Amica understands that the last thing you need is to worry about car insurance. The spot concludes with a voiceover tag, "Amica. It's not just how you're covered. It's how you're treated."

In the 15-second television spot, "Changes," a customer service representative describes

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how Amica has won awards from J.D. Power and Associates for the highest customer satisfaction every year for the past nine years. As she speaks, her hairstyle, fashion, glasses and more change (and awards pile up on her desk), but when it comes to Amica's customer service, she says, "Some things never change!"

"At Amica, we understand that with the current economic and political climate, people have enough on their minds without having to worry about whether they have the right insurance coverage," said Craig Phelps, senior assistant vice president of corporate communications at Amica. "The television spots showcase our understanding of what consumers are really concerned about and our willingness to make things easy and comprehensive."

The campaign, which includes radio, television, pre-roll and online banners, will run from November through February 2009 in the following markets: Arizona, Colorado, Connecticut, Georgia, Massachusetts, North Carolina, Nevada, Rhode Island, Texas and Washington.

Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, was founded in 1907. The company, with corporate headquarters in Lincoln, Rhode Island, is a national writer of automobile, homeowners, marine, and personal excess liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,000 people in 39 offices across the country.

Founded in 1947, Cronin and Company, LLC. is a full-service marketing communications agency with more than \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include advertising, public relations, direct marketing, interactive, strategic planning, media, print and broadcast production and market research. Cronin is a member of the American Association of Advertising Agencies and the Direct Marketing Association. Learn more about Cronin and Company online at [www.cronin-co.com](http://www.cronin-co.com).

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