

# IFBI advertising: Getting the word out for 75 years

“Hey, did you hear the news?” In 1935, word of mouth was the best way to advertise the brand-new Farm Bureau Mutual Insurance Company. Indiana Farm Bureau members spread the word to other members about the new insurance company.

Soon the need for promotional items such as yardsticks and tire covers became evident. These and insurance decals were passed out at member meetings. Along with promotional items, the fledgling company began to advertise in *The Hoosier Farmer*.

For every car insured, a bronze car emblem was affixed, calling attention to

the new company. In 1937, these were upgraded to a more durable and fashionable brass emblem.

Before the war, newspapers were the company’s advertising focus, but radio was becoming more popular. An early radio spot was a five-minute broadcast following the 12:30 p.m. news on WFBM in Indianapolis. The broadcast included five minutes of Farm Bureau news and three minutes of commercial time on auto insurance.

Advertising dropped significantly during World War II but in 1948, the company launched its first statewide advertising effort, focusing on the company



During the 1950s, billboards were one of Indiana Farm Bureau Insurance’s main advertising tools.

rather than specific products. The ads promoted Farm Bureau Insurance Service and the first slogan became “Service is our constant challenge.” Ads continued in *The Hoosier Farmer* and began in *The Farm News*. Agents began purchasing ads in local newspapers. Throughout the state, easily accessible “Take-One Boxes” contained a flyer people could take and pass on.

The first television ad came in the early 1950s with the sponsorship of *The Cisco Kid*, a 30-minute weekly program that was one of the first to be filmed in color. The first Yellow Pages ad debuted in 1956; the book was in a mere 175 Hoosier towns in 1960.

In 1960 nearly 175 newspapers carried the company’s advertisements. Television advertising had dropped out of the picture and the theme moved away from the company and back to specific products. In 1961, the company introduced the character “Thrifty McBip” to help policyholders understand Multi Coverage Budgeted Insurance Premiums.

In 1966 television advertising returned and in 1969 the company first purchased a spot during a televised basketball game. In 1971 Indiana Farm Bureau Insurance became the sole sponsor of the Indiana University and Purdue University basketball games on WTTV-4. In 1976, the company remained a sponsor, but defrayed the

(Service)<sup>3</sup>

Claims Service

Customer Service

Community Service

*It's our commitment to you.*

What is the significance of "Service to the Third Power"? It is a simple way of expressing an ideology we have been putting into practice for more than 40 years. It means we're interested in more than insuring your life, home and auto. It means we're interested in fostering the well being of your community, too.

A desire to serve has been the spirit behind a number of needs-oriented programs created by Farm Bureau Insurance. Our youth activity initiatives, Project M, and the Teenage Driver Safety & Education Program, along with our continued corporate partnership with the Indiana High School Athletic Association, have enabled thousands of young people to achieve athletic, athletic, and individual excellence.

Helping today's youngest develop tomorrow's leaders. It's just one more way we're raising the level of our commitment to service to the third power in today's marketplace.

Solutions  
You Need  
From A Company  
You Know™

**FarmBureau  
Insurance**  
FB

www.farmbureau.com

Indiana Farm Bureau Insurance advertised in the Indiana editions of *Newsweek*, *Time* and *Sports Illustrated* in 2003.

**INDIANA FARM  
BUREAU INSURANCE®**

**infarmbureau.com**

The current Indiana Farm Bureau Insurance campaign features icons representing its various lines of business.

IFBI President Don Villwock and Indianapolis Colts' Mascot, Blue, show off the new jerseys. The company partnered with the Indianapolis Colts NFL football franchise and became one of the league's first sponsors of players' practice jerseys.



## Trees that grow 5 ft. or more per year!

### Skyrise™

(Hybrid Salix)

- Grows 5 ft. or more per year.
- Use for windbreaks/ wind diversion, property barrier, privacy screens or shade.
- Thrives in wet sites

Pictured: Skyrise screen style at 15 months

**Also Available:**  
Other Fast Growing Trees and Shrubs – some grow up to 6 ft. per year.



# 20%

**Fall Discount**  
Call for details

**Take advantage of fall planting**

Trees and shrubs planted in the fall have possible growth rates 10-30% greater than spring plantings.



**Call toll-free 888-749-0799**

For FREE color brochure or to place an order

**ADVANCED  
TREE TECHNOLOGY**

12818 Edgerton Rd. New Haven, IN 46774 • 260-749-0891  
www.advancedtree.com

advertising cost by selling time to other sponsors. During this time, the Indiana Legends campaign was introduced and ran during the basketball games until it eventually was shown only on local networks during newscasts.

The company's long-standing relationship with the Indiana High School Athletic Association began in 1977, but in 1988 Indiana Farm Bureau Insurance became the exclusive sponsor for all statewide boys' and girls' IHSAA state tournament events. The company also sponsored all of the IHSAA Mental Attitude Awards and continues that sponsorship today. In July 2008, the company became the presenting sponsor for the boys' and girls' IHSAA state basketball tournaments.

In 1993, the Teenage Driver and Safety Program, which promotes safe driving, became a strong focus of advertising through 1998 with TV, print and radio ads in circulation. The company still features the program in several advertisements.

On Nov. 8, 2004, the company introduced its current slogan, "We're part of your life." The first Internet advertising was debuted on *www.weather.com* in 2007 and the first high-definition television ad was filmed in July 2008.

In August 2008, the company partnered with the Indianapolis Colts NFL football franchise and became the sponsor of the Indiana Farm Bureau Football Center. In 2009, the company became one of the league's first sponsors of the players' practice jerseys.

Today, Indiana Farm Bureau Insurance is a household name thanks, in part, to 75 years of advertising. **IFBI**