



Fireman's Fund Wins at IMCA Annual Meeting

NOVATO, CA., July 2, 2003

Fireman's Fund Insurance Company today announced that it garnered a record number of top honors at the Insurance Marketing Communications Association (IMCA) Annual Meeting held June 21-24 in Chicago, winning four "Best of Show" awards and one "Award of Excellence". Entries are submitted by IMCA members, which include many of the country's leading personal and commercial insurers.

From a total of 29 categories, Fireman's Fund won the following:

- **Best of Show - Personal Lines Print Advertising to Consumers.** Fireman's Fund won for its Prestige® ad campaign, which was developed by Gardner Geary Coll (GGC), an independent ad agency located in San Francisco.
- **Best of Show - Personal Lines Sales Promotion to Producers.** The winning entry was a Prestige Home product launch kit.
- **Best of Show - Personal Lines Sales Promotion to Consumers.** The winning entry was the Art Across America campaign which featured a series of art events hosted by Fireman's Fund in Scottsdale, AZ, Washington, DC, Boston, MA and La Jolla, CA. Additionally, the campaign included advertorials placed in *Architectural Digest*, with a walking tour guide to the best art galleries in those cities, a gallery guide booklet with tips for collectors, an art poster, a series of Web site articles, and a public relations campaign.
- **Best of Show - Commercial Lines Sales Promotion to Business Customers.** The winning entry was for a calendar that Fireman's Fund developed for California veterinarians, emphasizing ways to reduce risk, to respond safely to situations they encounter daily, and to remind vets and their staff of the need for regular safety inspections and training.
- **Award of Excellence - Creative Development Under \$1,000.** The entry was for an ad concept created by GGC and produced by Fireman's Fund for the National Home Furnishings Association's endorsement of Fireman's Fund as an insurance provider to its national membership.

In 2002, Fireman's Fund won two Best of Show awards and two Awards of Excellence at the IMCA Annual Meeting held in Toronto.

The IMCA is a professional association composed of insurance and financial services company advertising specialists, public relations personnel, marketing communications staff, marketing and sales promotions specialists, and marketing research professionals.

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