The Hartford Gears Up For Its 200th Anniversary With New Marketing Campaign

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New television spots encourage the “Pursuits” of life’s opportunities; With The Hartford Behind You, Achieve What’s Ahead of You

HARTFORD, Conn.--(BUSINESS WIRE)--With its 200th anniversary on the horizon, The Hartford Financial Services Group, Inc., (NYSE: HIG) has launched a new marketing campaign designed to build broad visibility and momentum for the company in the marketplace. The aggressive and optimistic campaign, which includes new television spots [1], a refreshed brand and a commemorative logo, encourages consumers and small businesses to pursue life’s opportunities with confidence, trusting that The Hartford is behind them every step of the way.

“For 200 years, our customers have trusted The Hartford, knowing that we have been there for them enabling them to pursue their dreams and ambitions with confidence,” said Connie Weaver, senior vice president of marketing and communications at The Hartford. “Throughout this campaign, The Hartford will be broadly visible and will illustrate its energized commitment to winning in the marketplace. The campaign is part of a broader brand refreshing effort that began earlier this year in preparation for the company’s 200th anniversary and also includes updated print advertising, logo, Website, collateral and other marketing materials.

The first of the new television spots debuted on Saturday, December 5 and will air on national network programs, including “60 Minutes,” “48 Hours,” “The Kennedy Center Honors, NCAAA football and basketball,” the NCAA March Madness Basketball Tournament, as well as on cable stations, including CNN, CNN Headline News, CNBC, ESPN, Discovery Channel, The History Channel and A&E. The spots will continue to run through 2010.

In each commercial The Hartford’s logo is brought to life through a unique animated feature. The logo is brought to life and then dissolves into animated “particle” elements that take flight. The particles weave through each individual scene, conveying The Hartford’s continuous presence throughout every phase of a customer’s life or business. At the end of each commercial, the animation re-forms back into The Hartford logo. The Hartford’s agency of record, Rodgers Townsend, led the creative development effort for the campaign.

In conjunction with the new television spots, the company will run advertisements in key news, business and personal finance publications that highlight the importance of a secure financial future. The company will also be placing a series of print advertisements in key trade publications that depict the company’s rich history of delivering on its promises to its customers and giving back to the communities where it employees live and work. The first trade ad commemorates a key scene from the company’s history related to the 1835 fire in New York City’s financial district which destroyed the area. It was also the year The Hartford was put to its first major test as a fire insurance company. The then Hartford President Eliphat Terry made a 125-mile sleigh ride in sub-zero temperatures from Hartford to New York City to pay claims on the spot, in a time when many other insurance companies folded and reneged on their promises to customers. That act has come to personify The Hartford’s trustworthiness and stability, a reputation that still lives today.

GEARING UP FOR THE BICENTENNIAL YEAR

As part of the company’s overall initiative to commemorate its 200th anniversary on May 10, 2010, The Hartford is redefining several of its key foundational marketing elements, including the company’s Brand and internal assets, new print collateral and other marketing materials. In addition, the company also unveiled a commemorative logo that depicts the iconic Hartford Stag standing tall and looking forward, along with the bicentennial message – TRUSTED 200 YEARS. Throughout 2010, The Hartford will be engaging in a wide range of activities to commemorate this special milestone in the company’s history.

GET CONNECTED ONLINE

To view the company’s new television and print ads, visit www.thehartford.com/advertising [2]. You can also become a fan of The Hartford on Facebook at www.facebook.com/thehartford [3] or follow us on Twitter at twitter.com/thehartford [4] to watch clips, learn more and stay updated on company news and events.

The Hartford

Celebrating nearly 200 years, The Hartford (NYSE: HIG) is an insurance and financial services company that serves households, businesses and employees by helping to protect their assets and income from risks, and by managing wealth and retirement needs. A Fortune 500 company, The Hartford is recognized widely for its service expertise and as one of the world’s most ethical companies. More information on the company and its financial performance is available at www.thehartford.com [5].

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Some of the statements in this release may be considered forward-looking as defined in the Private Securities Litigation Reform Act of 1995. We caution investors that these forward-looking statements are not guarantees of future performance, and actual results may differ materially. In particular, the amount and terms of future sales under the equity issuance plan described above, if any, are not yet known. Investors should consider the important risks and uncertainties that may cause actual results to differ. These important risks and uncertainties include those discussed in our Quarterly Reports on Form 10-Q, our 2008 Annual Report on Form 10-K and the other filings we make with the Securities and Exchange Commission. We assume no obligation to update this release, which speaks as of the date issued.


English

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