

From the Cincinnati Business Courier

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# Cincinnati Financial launches first-ever national TV ad

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[Erin Caproni](#)

Digital Producer- *Cincinnati Business Courier*

[Email](#) | [Twitter](#) | [Google+](#) | [LinkedIn](#)

A Greater Cincinnati insurer is launching a national marketing campaign, including its first television commercial.

Cincinnati Insurance Co., a subsidiary of **Cincinnati Financial Corp.**, launched the media blitz to support its property casualty and life insurance operations.

The commercial, which features a partnership between a business owner and his insurance agent, will appear on cable networks including Fox News, Fox Business, CNN and HLN in an effort to introduce consumers to the brand. A digital advertising and social media campaign will complement the TV spots and provide content for independent agents to share on their own sites.

The company hopes that raising its public profile through the "Actions Speak Louder in Person" campaign will show support of the efforts of independent agents within its 39-state territory.

"Taking our advertising to a national level this year lets us contribute to the success of our independent agency partners across the country," executive vice president and chief insurance officer [J.F. Scherer](#) said. "We'll reach millions of prospective clients, asking them to 'Find an Agency' on [cinfin.com](#)."

The campaign was created by Cincinnati-based firm Curiosity Advertising.

Fairfield-based Cincinnati Financial offers business, home and auto insurance through its **Cincinnati Insurance Co.** and two standard market property casualty companies.

Caproni heads up web operations for the Business Courier.