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# FOR IMMEDIATE RELEASE

## Society Insurance Wins IMCA Award of Excellence

*New branding campaign recognized by leading national organization*

**FOND DU LAC, Wis. (July 11, 2013)** — Society Insurance’s new “Small Details. Big Difference.” branding campaign was recently honored with an Award of Excellence by the Insurance Marketing and Communications Association (IMCA).

The award was presented on June 26 at the IMCA’s annual conference in Philadelphia. Society Insurance Marketing Manager Brad Korkow was on hand to accept the award.

“We’re extremely honored to win this award,” Korkow said. “We feel the campaign truly represents what Society is all about, and we’re glad to be recognized for it.”

The “Small Details. Big Difference.” campaign focuses on the small details at Society — ranging from policies to service and beyond — that set the company apart from its competitors. Society worked with Madison, Wis.-based Hiebing Agency to develop and roll out the campaign.

**ABOUT SOCIETY INSURANCE:** *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch service and competitive pricing to businesses in Wisconsin, Illinois, Indiana and Iowa.*