



FOR IMMEDIATE RELEASE

CONTACT: Jackie Lapin
Media Relations Consulting
(818) 707-1473
jlapin@intermedia-advertising.com

Inter/Media Advertising Revs Up Automotive Insurance Specialists TV Campaign with New Spot Blending Live Action and Animation, Simulating Auto Racing Video Game

ENCINO, CA (June 27, 2007) – If you are trying to reach a young male demographic that spends his free time at a computer terminal, what better way to do that than creating a TV spot that emulates the hugely successful auto racing video games? Inter/Media Advertising has done just that for Auto Insurance Specialists, Inc. (AIS), by blending live action with animation in what may well be one of the first-ever direct response ads specifically created using both disciplines.

The ad, called “Video Game”, initially shows its live action protagonist in the animated sleek blue car given the starting flag by a beautiful female starter. He races the red car through the city streets, negotiating key turns and straightaways, while encountering the “Expensive Way Toll Way” and “Fly By Night Insurance” curve. While the red car—representing buyers who pay for the competitor’s auto insurance—crashes in a heap, the blue car goes on to navigate the \$600 AIS savings warp and comes skidding to a halt just over the finish line. The live action racer jumps from his car and gets a hug from the beautiful female starter while claiming his trophy and the savings from AIS.

The 30-second hybrid spot was created by Inter/Media in-house over four months and was written, directed and produced under the leadership of Inter/Media creative director Oscar Bassinson, who also heads up the company’s production subsidiary, Inter/Image.

(more)

“We chose this innovative style of animation because of the enormous popularity of the auto racing genre of video games with AIS’s target demographic, for whom saving money is a prime motivator,” said Bassinson. “We felt that our message—that you can get dozens of quotes and save an average of \$600 on your auto insurance—was best conveyed with the same kind of excitement and charge that they expect from their video games. We infused the message into the animation. However, in using animation, we didn’t just want to make a clever ad; we wanted to make the phones ring-- to have a call-to-action.”

Inter/Media Advertising, which has gained a national reputation for uniquely blending direct response advertising with general market techniques, has been handling AIS’s advertising since 1997. Inter/Media, which bills \$400 million annually, continues to do breakthrough, award-winning advertising on budgets that would only pay the catering bill for ad shoots at some of its bigger-named competitors.

“Our mission was to motivate a younger predominately male segment of the auto insurance category - where many companies face a credibility issue,” said Robert Yallen, President of the Inter/Media Group of Companies, which now encompasses seven individual, but synergistic, business units. “In order to get the viewer to respond, we needed to create an emotional link between the brand and the consumer - using price as a key motivator, yet building upon the stability of AIS and the breath of products offered. To get into the Winner’s Circle, we crafted a strong call-to-action that encourages consumers to get a quote from AIS by also giving them a free digital video camera with their auto insurance quote.”

The AIS spot will air in daytime slots on local broadcast stations. It will begin airing in early July.

About Inter/Media Group of Companies

Inter/Media Advertising® is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media’s proprietary and precedent-setting lead/sales tracking system AccuTrack® provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units--Inter/Media Advertising® (strategy, planning and research), Inter/Media Time Buying Corp® (offline media execution), Inter/Media Interactive™ (online planning, buying and creative), Mediapoint Network® (Performance-based advertising), Inter/Image Productions®, Inter/Post Productions® Editorial, and InterQuantum™ (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.intermedia-advertising.com>.

**EDITORS NOTE: 300 dpi downloadable photos are available at
www.intermedia-advertising.com/media.html**