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Relationships at Work

Multi-state Workers' Comp Carrier Unveils Fresh Consumer-Focused Brand

MAITLAND, Fla. (February 12, 2015) – FFVA Mutual, a Florida-based regional insurance carrier specializing in workers' compensation, announced today the launch of a new consumer-focused branding initiative that better reflects the company's 59-year commitment to creating personal customer relationships and providing proactive safety and claim management solutions.

"Since 1956, our company has built its reputation by making every FFVA Mutual experience outstanding and putting our customers at the center of everything we do," explained President and CEO Craig Menzl. "We decided it was time to tell our story in a new and authentic way that conveys the guiding principles that differentiate us in the competitive workers' comp marketplace."

Central to FFVA Mutual's new brand are a descriptive tagline and byline that clearly define the company's core values. The tagline "Relationships at Work" has a double meaning that accentuates FFVA Mutual's emphasis on building long-term, hands-on relationships with its agents and policyholders.

The byline "Workers' Comp Solutionists" explains what distinguishes FFVA Mutual in the marketplace. "Our employees build lasting relationships by providing workers' comp solutions at every customer touch point," said Melissa Hide, vice president, marketing & brand development. "It starts with our agents who want to grow their book of business and continues with our policyholders who rely on us for trusted safety and claim services."

Other components of FFVA Mutual's new branding initiative are an updated logo, new marketing collateral and responsive website. The logo is vibrant and fresh in an industry known for its traditional branding. The palette of orange, red, blue and green is integrated into the collateral material giving each department its own distinct color identity.

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Another defining element of the marketing collateral is the use of authentic photography featuring actual employees and customers versus stock photography and models. The centerpiece is FFVA Mutual's receptionist Nell Brown, featured in a new marketing campaign as "Our version of an automated answering system since 1996." The 18-year employee personifies FFVA Mutual's brand commitment to personal relationships with its customers.

The new website (www.ffvamutual.com) redesign features a responsive web platform for optimal viewing across a wide range of devices from desktop computers to tablets and mobile phones; a web design concept unique to most workers' compensation carriers. "Last year, more than 50 percent of our site visits came from tablet and mobile device users," said Hide. "We specifically designed this new website with our agents and policyholders in mind to make it easier for them to conduct their business with FFVA Mutual on-the-go."

Other features of the updated website include improved navigation and enhanced search capabilities. Safety Key, a password-protected portal, provides policyholders with quick access to online information such as customizable programs and policies, safety program guides and training materials.

FFVA Mutual is a Florida-based regional insurance carrier specializing in workers' compensation solutions since 1956. Rated A- (Excellent), FSC VIII by A.M. Best, the company insures a variety of industries, writes business in nine states (Alabama, Florida, Georgia, Indiana, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee) and will expand into Virginia later this year. More information about FFVA Mutual is available at www.ffvamutual.com and on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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