

## INFINITY TAPS ACENTO ADVERTISING FOR HISPANIC CAMPAIGN



Infinity Auto Insurance has selected Acento Advertising as its "Hispanic advertising agency of record." Acento will be charged with increasing visibility of the Infinity auto insurance brand among acculturated Latinos. Said Glen Godwin, Infinity's senior vice president and chief marketing officer: "We are looking for extraordinary results that complement our rich history serving this segment. "Acento's proven track record and stable of talent, along with Infinity's focus on competitive and friendly products makes this partnership an excellent strategic match in moving our business forward." Acento's involvement will include market research, brand marketing, media planning and buying, public relations and event marketing efforts, as well as developing ads and collateral materials. According to a company press release, Acento has managed to expand during the last two years despite the economic downturn. The agency grew by 39% in 2009 and anticipates another 50% in growth for 2010. "We are an agency dedicated to building passion between people and brands," said Roberto Orci, president at Acento. "With brands like these, in many ways, our job is easy — building on the great products, heritage, and equities of Infinity will be a genuine pleasure."

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