



**Media Contacts:**

Jennifer McGuire  
Northlich  
502-220-1690  
jmcguire@northlich.com

Diane Planck  
Western & Southern Financial Group  
513-629-1511  
[diane.planck@wslife.com](mailto:diane.planck@wslife.com)

**WESTERN & SOUTHERN LAUNCHES NATIONAL ANIMATED  
TV CAMPAIGN CREATED BY NORTHLICH**

CINCINNATI, Ohio -- Aug. 1, 2007 -- This month, Western & Southern Financial Group™ (Western & Southern), a Fortune 500 company, will launch a national TV advertising campaign. Northlich, a leading communications agency and brand consultancy created the animated spots. The TV ads employ an engaging illustration style and distinctive melody that will be incorporated into print, radio and other media as the branding campaign expands. Western & Southern embarked upon this new branding platform to highlight its tremendous growth over the past 15 years.

“Western & Southern has enjoyed tremendous growth, with assets under management rising from \$6 billion to nearly \$50 billion in just 15 years. We have become a world class financial services organization, and this is a way to convey our story in a way that is relevant to our customers and others. This animated campaign highlights our growth and brings our brand to life,” explained Mike Laatsch, Western & Southern vice president of public relations and corporate communications.

Don Perkins, Northlich executive vice president and chief creative officer, added, “Financial services are complicated and can come across as intimidating to the consumer, so Western & Southern’s campaign was designed to communicate in a fresh way that was approachable and inviting. We chose illustration, and this style in particular, because it is lighthearted, simple yet sophisticated, and a bit disarming considering it’s about financial services.”

Northlich partnered with Auckland, New Zealand-based illustrator Justine Beckett, who specializes in simple, near-stick figure illustrations of human interaction, often in work situations. Global Mechanic, a design-based animation and live action production company based in Boston and Vancouver, handled the animation.

The cohesive campaign includes three animated television spots, print ads and direct mail featuring the same illustrations, incorporation of the illustrations into one of the company's Web sites, and radio using the same voice over and distinctive music as the TV campaign.

The TV spots will run nationally on ESPN2 and CBS during the 2007 Western & Southern Financial Group Masters tennis tournament that takes from August 10-19. Print ads will appear in the official tennis tournament program, which also folds out into a special collector's edition poster of Andy Roddick for the men's tournament and Serena Williams for the women's tournament. Radio ads will run during the Western & Southern Financial Group Masters and continue through the fall as part of Western & Southern's "Cincinnati Reds on Radio" sponsorship.

#### **About Northlich**

Northlich and its brand strategy and innovation unit, Brandstorm, form one of the leading independent communications and brand consulting agencies with offices in Cincinnati, Columbus, Cleveland, Metro New York and Washington DC. The agency transforms brand and consumer insight into action that builds value through advertising, public relations, interactive, brand strategy and new product innovation for leading marketers including Brown-Forman, Procter & Gamble, Birds Eye and others. Learn why "anything is possible" at [www.northlich.com](http://www.northlich.com) and [www.brandstorm.biz](http://www.brandstorm.biz).

#### **About Western & Southern Financial Group®**

Western & Southern Financial Group (Western & Southern) is a Cincinnati-based diversified family of financial services companies with assets owned, managed and under our care in excess of \$47 billion. A Fortune 500 company, Western & Southern has received A.M. Best's highest rating of A++ Superior for financial strength, Standard & Poor's AA+ rating (one of the 10 highest rated life insurance groups in the world) and is consistently recognized by Moody's and Fitch for financial strength and sound management. With a heritage dating to 1888, the group's affiliates include The Western and Southern Life Insurance Company, Western-Southern Life Assurance Company, Capital Analysts Incorporated,<sup>1, 2</sup> Columbus Life Insurance Company, Eagle Realty Group LLC, Fort Washington Investment Advisors, Inc.,<sup>1</sup> Fort Washington Savings Company,<sup>3</sup> IFS Financial Services, Inc., Integrity Life Insurance Company, The Lafayette Life Insurance Company, National Integrity Life Insurance Company, Todd Investment Advisors, Inc.,<sup>1</sup> Touchstone Advisors, Inc.,<sup>1</sup> and Touchstone Securities, Inc.<sup>2</sup> For more information, visit [www.westernsouthern.com](http://www.westernsouthern.com). Western & Southern is the title sponsor of the Western & Southern Financial Group Masters and Women's Open tennis tournaments.

*1 A registered investment advisor.*

*2 A registered broker-dealer and member NASD/SIPC.*

*3 Member FDIC.*

*Ratings refer to the financial strength of the insurance company and not to the safety, stability or performance of any investment product.*

# # #