



ANDERSON HUMPHREYS LLC
ADVERTISING. PERSPECTIVE.

Northwestern Mutual

Northwestern Mutual has a strong national reputation. But they had no local presence. Historically they put money into non profit institutions only to have their logo placed along side on several others in not so inspiring ads. We consider it appeasement advertising with no benefit to the company. If we were to sponsor an event, we wanted to own it. So we created one around the fine arts. We took the idea to Dixon. They liked the idea so much they agreed to build an entire show around the concept. It turned out to be their most successful show...ever





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Northwestern Mutual has a strong national reputation, but lacked local presence. Our main objective was to anchor ourselves to Memphis so we created a campaign that co-branded us with the University of Memphis Business College, featuring a different Memphis area executive every month. The campaign was an enormous success.

