

For Immediate Release.

Date: November 16, 2011
Contact Name: Rick Rhyner
Phone Number: 913-451-9102
Email Address: rhyner@rhycom.com

Missouri Farm Bureau taps Rhycom for media planning

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, is pleased to announce it has been hired by Missouri Farm Bureau (MFB) to initiate a media buying initiative for the Kansas City market. Missouri Farm Bureau works to improve the quality of life for farmers, rural Missouri and all Missourians auto, home, life and health insurance products. Rhycom developed and implemented a strategy focusing on television and targeting at adults 29-54 with the goals of strengthening brand awareness of Missouri Farm Bureau in the Kansas City area and to generate phone calls to specific agents that were featured in the 30 second television spots.

“We hired Rhycom to help us with a television buy for the Kansas City Market. They met with our agents and developed a specific plan that took into account each agents sales territory and their specific budget. They worked with our corporate marketing group and created 20 different tags, one for each agent, for the commercial. It was all done and implemented in two weeks,” stated Pat Davie, Sales Manager Missouri Farm Bureau Insurance.

“Rhycom was very pleased to be tapped by Missouri Farm Bureau Insurance. They are a great brand with a strong heritage. MFB is one of the leading multi-line insurance companies in Missouri and the number #1 writer of farm related insurance in Missouri. We are proud of our affiliation with them and look forward to serve them in the future,” noted Rick Rhyner President, Rhycom.

About Missouri Farm Bureau

“Growing stronger every day, Missouri Farm Bureau (MFB) is the state's most effective organization. Providing exclusive member benefits that save members thousands of dollars each year. Its service to members provides quality auto, home, life and health insurance products and an array of discount brokerage services. The respect for this organization is reflected in independent public opinion surveys showing MFB to be the state's #1 organization with a positive influence on public opinion. MFB is affiliated with the world's largest farm organization, the American Farm Bureau, with headquarters in Washington, D.C.”

About Rhycom

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* "Top 25 Interactive/Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom's services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.

###