



**PRESS RELEASE
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ASC launches institutional campaign based on good decisions

San Juan, Puerto Rico - "*ASC, a good decision*" is the phrase that the insurance company ASC uses starting this week in its new institutional campaign, which interweaves the Company's path as pioneer and expert enterprise in compulsory liability insurance, with the internal process that we all go through when making a decision, after listening our conscience or "inner voice".

The new campaign features several executions that emphasize the main reasons why consumers should choose ASC as the best compulsory liability insurance option when renewing their car inspection sticker ("marbete"). The campaign proposal also includes instances of satisfied customers after having selected ASC as their best choice for compulsory insurance.

ASC's new institutional campaign has been produced entirely in Puerto Rico with local talent. The TV commercial executions, developed by the advertising agency *Grupo Mente Creativa* and produced by *Sky Vista Media*, show people in the process of choosing their compulsory insurance provider at the time of renewing their car inspection stickers ("marbetes"). As part of the selection process, people listen to their conscience to decide what should be the best decision when choosing their compulsory liability insurance company. The campaign emphasizes how our inner voice can lead us to take the correct and informed decision, or on the contrary, how it can affect us if the decision is based on incorrect information or misleading influences.

This is the new advertising initiative from ASC, who have been the pioneers in offering compulsory liability insurance in Puerto Rico since its inception at the end of the 90's until today.

"The new campaign highlights the advantages of service available 24 hours a day, 7 days a week; quick and easy online claims process; the option that the claimant can receive payment the same day he completes the claim process, and the support of an extensive network of ASC Service Centers throughout the island to guarantee the time of appointment for the benefit of all our customers and claimants. Both our policy holders as claimants enjoy 24/7 service, as well as quality and personalized service offered by ASC with easy access from a smart phone via our Mobile Application or through the Internet, by telephone with our Call Center, or if they prefer, by appointment at any of our service centers", indicated Lorelli Navarro Martínez, Manager of the Department of Administration of the Compulsory Insurance & Subscription of ASC.

ASC's new institutional campaign includes executions for local television, cable TV, cinema, radio, print and digital media, social media, "out-of-home" (billboards and bus shelters) and promotional activations.

ASC, a private company pioneer in offering compulsory liability insurance in Puerto Rico under government law for the past 19 years, has the role of administering the compulsory liability insurance in the Island. ASC has Service Centers all over Puerto Rico. For more information on ASC, you can visit www.ASCtucompulsorio.com or www.facebook.com/ASCtucompulsorio.

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