

Entry: **Best of Financial Services**

While the life insurance company Modern Woodmen was founded in 1883 around the fraternal pioneering spirit, the “Campfire Stories” campaign honors the real pioneers of today—moms. We tapped into the contrast of modern culture and old-school values to break through the clutter.

Iconic characters—Pioneer and Cookie—serve as companions to a hard-working mom. The idea visually juxtaposes the pioneering spirit of Modern Woodmen’s history with a modern woman’s busy life to make a point about life insurance in a fun and relatable way.

Since launch, we’ve seen a nearly 7% YOY lift in written policies.