



# INVESTORS HERITAGE WEBSITE RECOGNIZED AT ADDY AWARDS

FRANKFORT, KY – MARCH 25, 2019 – The recently redesigned Investors Heritage website received a Silver award at the American Advertising Federation – Louisville (AAF – Louisville) ADDY Awards Gala on February 28. It will now move on to the ADDY's district competition where it will be judged alongside entries from Kentucky, Ohio, and West Virginia.



The ADDYS are the Federation's premier creative competition. This year's iteration featured more than 360 entries from 22 different companies, agencies, and schools.

Investors Heritage's website was designed by Louisville marketing agency Mightily, LLC as part of a complete company rebranding that occurred in September 2018. The corporate rebranding was spurred by a merger of Investors Heritage's holding company and an affiliate of Aquarian Holdings in March 2018.

"Communicating the value of insurance can be tricky," said Mightily President Pip Pullen. "It can either seem too 'salesy' or too vague and unrelated to the actual benefits. Preneed insurance is even trickier because it addresses an uncomfortable — and in many ways abstract — part of our lives."

As part of the website's overhaul, an emphasis was placed on making sure visitors could



effortlessly and comfortably explore Investors Heritage’s products and history. Relationship building is at the heart of the Investors Heritage brand and the new website. For nearly 60 years, Investors Heritage has prioritized relationships—with employees, producers, and policyholders. The result is a modern, stylish site that is still approachable and inviting.

“We know that the new website will help us better serve our clients,” said Harry Lee Waterfield II, President and CEO of Investors Heritage. “While it honors our history, it’s a true representation of the Investors Heritage of today and tomorrow.”

“When we were able to create a website experience that wasn’t just rich with relevant, digestible, and actionable information,” Pullen said, “but beautifully composed and sensitively written for a wide range of audiences, we knew we had something special.”

Investors Heritage and Mightily will continue work together to add features and functionality to the website.

### **About Investors Heritage Life Insurance Company**

Investors Heritage Life Insurance Company offers its policyholders a wide range of insurance solutions backed by a track record of exceptional service. The company was founded in 1960 and is headquartered in Frankfort, Kentucky, with a rich and growing tradition of providing tools to help people build and manage their legacies as a leader in preneed and final expense policies, and through its new retirement and wealth management offerings. All aspects of the business – from actuarial design and accounting to information technology and customer service are performed at our home office. For more information, please visit [investorsheritage.com](http://investorsheritage.com).

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