

30 SECOND

Radio and Streaming Ads



Number one:

If you're shopping for the cheapest insurance, you're shopping for the wrong thing.

After all, insurance coverage is really just a promise.

And why would anyone want a cheap promise?

You've worked hard for what you have.

Protect your home or business with a promise from a company and agency you trust.

To find out more about West Bend Insurance and The Silver Lining,
contact (agency name) in (City) at (phone number or web site).

Number two:

Do you trust your insurance agent?

Do you trust your insurance company?

Well, you'd better.

Because all they've really sold you is a promise.

A promise to be there when things go bad.

A promise to take care of you.

To step up and put everything back the way it was.

So, if you don't trust your insurance company...

Maybe it's time to find one you do trust.

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contact (agency name) in (City) at (phone number or web site).

Number three:

Lots of insurance companies make promises about how much money you can save if you switch over to them.

Well, here's our promise.

With a West Bend policy, you can save... Everything.

Every memory.

Every detail.

Everything you've worked so hard for.

Once it comes time to actually make a claim, a cheap insurance policy can really cost you.

Why not protect everything that matters with a policy from West Bend.

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