



History Lessons

Only by understanding where you've *been*, can you fully understand where you're *going*. The IRC maintains the Corporate Archive to preserve 140 years of Great American's history, growth, evolution and culture. The Archive provides the key with which to examine past and present events.



History Lessons | IRC Archive

Success Stories

In an effort to validate a claim, Specialty Claims contacted the Archive to verify the operation of two Great American Indemnity office locations during the 1950's.



The AFG Corporate Archive is the central repository for key documents and artifacts related to the history of Great American and its subsidiary companies. Many of these documents have been digitized for easy access. This historical data is helpful in the:

- Celebration of corporate anniversaries
- Development of marketing and advertising themes
- Development and maintenance of branding
- Understanding context for previous product / service marketing brochures and features
- Support for Public Relations programs
- Use for Legal Support in both offensive and defensive corporate matters
- Enrichment of new employee orientation programs
- Support for culture building and management development
- Help in differentiating GAIG from competitors
- To authenticate advertising
- Support for marketing and strategic planning efforts



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