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## Congratulations to Our 2022 Showcase Winners!

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IMCA is honored to announce the winners of the 64th Annual Showcase Awards. This year's entries were extremely competitive, with 92 awards in 35 distinct categories.

Top honorees include:

- Gallagher - 8 total awards, including 1 Best of Show
- Admiral Insurance Group - 7 total awards, including 5 Best of Show
- CRC Group - 6 total awards, including 1 Best of Show
- Foremost Insurance Group - 5 total awards, including 3 Best of Show
- UFG Insurance - 5 total awards, including 2 Best of Show

A special thank you to our volunteer judges, which included advertising, marketing, public relations, and corporate communications executives from across North America. The judging criteria included background, target audience, objectives, and results versus established metrics.

[View the Full List of Winners](#)

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## **Congratulations to Our 2022 IMCA ICON: Peter van Aartrijk**

Insurance branding, marketing and public relations executive Peter van Aartrijk received the prestigious Icon Award from the Insurance Marketing & Communications Association at its annual conference, "Ignite," held in Orlando, FL last week.

The IMCA Icon award recognizes a marketer or communicator "who has demonstrated extraordinary leadership and exemplary achievement in the insurance industry. They are an exceptional individual whose strategy, energy and vision provides an inspiring example of how marketing and communications can advance an insurance organization's business objectives and elevate the standard for exceptional work. Their innovation and creativity have had a measurable impact in the industry."

Starting his career as a newspaper reporter, van Aartrijk joined the insurance industry in May 1982 — 40 years ago — as an editor with ratings firm AM Best.

After roles in publishing, consumer research and corporate communications, in 1999 van Aartrijk founded Fairfax, Virginia-based Aartrijk, a firm providing strategic and tactical marketing-communications programs exclusively to insurance industry partners.

*Pictured (left to right): Rachel Harris, IMCA Board Chair; Peter van Aartrijk, Aartrijk; Chad Beck, Insurance Business America.*

[Read the Full Press Release by Aartrijk](#)

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## Congratulations to Our 2022 IMCA Trailblazers!

The IMCA Trailblazer Award recognizes individuals who have made outstanding contributions and demonstrated leadership in the insurance marketing and communications field. It recognizes those who set the standard, raise the bar, and are blazing trails for the future of insurance marketing! This year three individuals received the Trailblazer Award:

**Holly Bohn Pittman**, Chief Marketing Officer with Fortegra

**Jacqueline Teahen**, Senior Copywriter with UFG Insurance

**Taylor Evans**, Senior Corporate Communications Specialist with IAT Insurance Group

*Pictured (left to right): Rachel Harris, IMCA Board Chair; Taylor Evans, IAT Insurance Group; Holly Bohn Pittman, Fortegra; Chad Beck, Insurance Business America.*

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## **Congratulations to Our 2022 SAMMY Winner: Crum & Forster**

The SAMMY Award, which stands for “Special Award from Members,” is the “People’s Choice Award” given to the entry voted by our IMCA members to be the best overall work among all our winning Showcase entries this year.

The 2022 SAMMY Award was presented to Crum & Forster for the redesign of their website, [cfins.com](https://cfins.com)

*Pictured (left to right): Rachel Harris, IMCA Board Chair; Kathryn Spier-Miller, Crum & Forster; Katie Nguyen, Crum & Forster; Mariane Ceballo, Crum & Forster; Peter van Aartrijk, Aartrijk; Laura Packard, Aartrijk.*

[Learn about the SAMMY Winner and See the Other Finalists](#)

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