

2020 IMCA Awards

CATEGORY	AWARD	ENTRY NAME	COMPANY
Annual Report- Private or Publicly Traded	Award of Excellence	2018 Annual Report	Shelter Insurance
Annual Report- Private or Publicly Traded	Award of Excellence	2018 Annual Statement and Review	Harford Mutual
Audio/Visual Communication 2 Minutes or Longer	Award of Excellence	Coffee with Carriers	LISI
Audio/Visual Communication 2 Minutes or Longer	Best of Show	Placing You First Podcast 2019	CRC Group
Audio/Visual Communication Less than 2 Minutes	Award of Excellence	Every Building Tells a Story	Ecclesiastical Insurance
Audio/Visual Communication Less than 2 Minutes	Award of Excellence	2019 PhotoLINK Launch Video	United Fire Group
Audio/Visual Communication Less than 2 Minutes	Best of Show	Life is for Living	Life Happens
Blog - Series or Category	Award of Excellence	2019 Tools & Intel	CRC Group
Blog - Single Post	Award of Excellence	The Difference Between HO3 and HO5 - Blog Post	Orchid Insurance
Blog - Single Post	Award of Excellence	Independent Insurance Agents: Are They Going Extinct?	ReSource Pro
Blog - Single Post	Best of Show	Lessons We'll Take Into 2020	VGM Insurance Services
Blog - Single Post	Award of Excellence	2019 How the Coronavirus is Impacting Insurance Markets, So Far	CRC Group
Blog -Series or Category	Best of Show	Life Insurance Blog Series	Frankenmuth Insurance
Broadcast Media Spot or Campaign	Award of Excellence	2019 "Back Porch FitScore" Medicare TV Commercial	HealthMarkets
Broadcast Media Spot or Campaign	Best of Show	2019 Television Campaign	Shelter Insurance
Carrier, Agent, or Broker Publications	Award of Excellence	Product Guide	Harford Mutual
Carrier, Agent, or Broker Publications	Award of Excellence	The Cincinnatiian	The Cincinnati Insurance Companies
Carrier, Agent, or Broker Publications	Best of Show	2019 Surety Connections Redesign	United Fire Group
Creative Development on a Shoestring	Award of Excellence	Agent water bottle wraps	Shelter Insurance
Email Marketing Campaign	Award of Excellence	Flood Awareness	Gallagher
E-mail Marketing Campaign	Award of Excellence	2019 Baltic P&C Agency Trip Promotional Package	United Fire Group
E-mail Marketing Campaign	Best of Show	2019 Tools & Intel Monthly Newsletter	CRC Group
Employee Corporate Print Communication	Best of Show	Foremost Insurance Brand Style Guide	Foremost Insurance Groups
Employer Corporate Communications Campaign	Award of Excellence	2019 Personas Launch	SageSure
Employer Corporate Communications Campaign	Best of Show	2020 Employer Value Proposition	SageSure
Employer Corporate Communications Campaign	Award of Excellence	Minutes with Mike	Foremost Insurance Groups
Employer Corporate Multimedia Communication	Award of Excellence	Risk Factor	Risk Placement Services
Employer Corporate Multimedia Communication	Award of Excellence	2019 Q3-Q4 Recruitment Campaign	Orchid Insurance
Event of Experiential Marketing	Award of Excellence	National Sales Meeting 2020	Foremost Insurance Groups
Event of Experiential Marketing	Best of Show	Hall of Fame 2019	Foremost Insurance Groups
Event or Experiential Marketing	Award of Excellence	BETA	LISI
External Corporate Brand/Image Advertising/Marketing	Award of Excellence	Westfield Agribusiness FAB Product Launch	Westfield Insurance
External Corporate Brand/Image Advertising/Marketing	Award of Excellence	Net Promoter Score® Campaign	Falvey Insurance Group
External Corporate Brand/Image Advertising/Marketing	Best of Show	Brand Campaign	Risk Placement Services
External Corporate Communications Campaign	Award of Excellence	Agency sales incentive Bermuda Trip integrated campaign	Westfield Insurance
External Corporate Communications Campaign	Award of Excellence	Net Promoter Score® Campaign	Falvey Insurance Group
External Corporate Communications Campaign	Award of Excellence	2019 Life at IAT Campaign	IAT Insurance Group
External Corporate Communications Campaign	Best of Show	2019 COVID-19 Campaign	CRC Group
External Corporate Multimedia Communications	Award of Excellence	Cedar Bend Humane Society Video	VGM Insurance Services
External Corporate Multimedia Communications	Award of Excellence	USI 2019 International Women's Day Video	USI Insurance Services
External Corporate Multimedia Communications	Award of Excellence	2019 Recruiting Roundtable	IAT Insurance Group
External Corporate Multimedia Communications	Best of Show	2019 S.T.O.P Group Worth It Story	United Fire Group
External Corporate Print Communication	Award of Excellence	2018 Annual Report	Grinnell Mutual
External Corporate Print Communication	Award of Excellence	2019 Worth It Overview Folder	United Fire Group
External Corporate Print Communication	Award of Excellence	Teamwork Magazine: 2019 Quarter 4	Grinnell Mutual
External Corporate Social Responsibility Campaign	Award of Excellence	USI Gives Back 2019 Corporate Social Responsibility Campaign	USI Insurance Services
External Corporate Social Responsibility Campaign	Best of Show	Leap into Giving	Risk Placement Services
External Corporate Social Responsibility Campaign	Award of Excellence	2019 Resident Scholarship Program	HAI Group
External Corporate Social Responsibility Campaign	Best of Show	Take Back Our Roads	Aviva Canada
In-House - Multimedia Communications	Award of Excellence	Cedar Bend Humane Society Video	VGM Insurance Services

In-House - Multimedia Communications	Award of Excellence	2019 ProSeries Video Campaign	United Fire Group
In-House - Multimedia Communications	Best of Show	HAI Group Virtual Risk Management Conference Promotional Video	HAI Group
In-House - Print Communications	Award of Excellence	About Us Brochure	VGM Insurance Services
In-House - Print Communications	Best of Show	The Cincinnati	The Cincinnati Insurance Companies
In-House - Print Communications –	Award of Excellence	The Midwest Employers Casualty Making a Difference Booklet Series	Midwest Employers Casualty
Insurance Industry Publications	Award of Excellence	2019 Sales and Service Balancing Act Ad	ReSource Pro
Insurance Industry Publications	Best of Show	Independent Agent Magazine - March 2020	Independent Agent Magazine
Integrated Digital Marketing Campaign	Award of Excellence	Connecting Data to People Strategy	Gallagher
Integrated Digital Marketing Campaign	Award of Excellence	CATcoverage Programmatic Campaign	Vertibrands
Integrated Digital Marketing Campaign	Award of Excellence	CATcoverage Programmatic Campaign	SearchworxX
Integrated Digital Marketing Campaign	Award of Excellence	CATcoverage Programmatic Campaign	Poulton Associates LLC
Integrated Digital Marketing Campaign	Best of Show	Zoos & Aquariums Campaign	Gallagher
Marketing Communications Campaign	Best of Show	Slice Labs 2019 Marketing	Slice Labs
Marketing Communications Campaign	Award of Excellence	Jewelers Mutual "Jewelry Obsessed Campaign"	Jewelers Mutual Insurance Group
Marketing Communications Campaign	Award of Excellence	Access to Care – Bright Paper and podcast	Sun Life Financial
Marketing Communications Campaign	Best of Show	Connecting Data to People Strategy	Gallagher
Media/Public Relations	Award of Excellence	Media Announcement IV Bag PR mailer - "New Life for Insurance"	Westfield Insurance
Media/Public Relations	Best of Show	Bid Bonds Industry Launch	VGM Insurance Services
Most Out-Of-The-Box Idea	Award of Excellence	PAK Programs' IRAD Interactive Map	GKB Solutions
Most Out-Of-The-Box Idea	Award of Excellence	PAK Programs' IRAD Interactive Map	PAK Programs
Most Out-Of-The-Box Idea	Award of Excellence	2019 Liberty Mutual Direct Mail Video	SageSure
Most Out-Of-The-Box Idea	Award of Excellence	PAK Programs' IRAD Interactive Map	Vertibrands
Most Out-Of-The-Box Idea	Best of Show	House of Bad Choices	Foremost Insurance Groups
Podcast/Webinar	Award of Excellence	Slice Labs 2019 Marketing	Slice Labs
Podcast/Webinar	Award of Excellence	Placing You First Podcast 2019	CRC Group
Podcast/Webinar	Best of Show	CORE360 Insights	Gallagher
Print Marketing Communication - Multiple Pieces	Award of Excellence	2019 SureBridge DVH Agent/Consumer Product Launch	HealthMarkets
Print Marketing Communication - Single Piece	Award of Excellence	Slice Labs 2019 Marketing	Slice Labs
Print Marketing Communication - Single Piece	Award of Excellence	2019 Baltic P&C Agency Trip Promotional Package	United Fire Group
Print Marketing Communication -Single Piece	Award of Excellence	About Us Brochure	VGM Insurance Services
Social Media Marketing Campaign	Award of Excellence	2020 Business Continuity Plan Checklist	ReSource Pro
Social Media Marketing Campaign	Award of Excellence	Ride On Motorcycle Campaign	Foremost Insurance Groups
Social Media Marketing Campaign	Best of Show	2019 Carry the Torch Sun Life Campaign	Sun Life Financial
Total Sales/Marketing/Branding Campaign Between \$31K and \$50K	Best of Show	Brownyard "Happy Place" Campaign	Brownyard Group
Total Sales/Marketing/Branding Campaign Between \$31K and \$50K	Best of Show	Brownyard "Happy Place" Campaign	Vertibrands
Total Sales/Marketing/Branding Campaign Less than \$15K	Award of Excellence	Coffee with Carriers	LISI
Total Sales/Marketing/Branding Campaign Less than \$15K	Award of Excellence	Carrier Calls Podcast	LISI
Total Sales/Marketing/Branding Campaign Less than \$15K	Award of Excellence	PAK Programs' "Great American Breweries"	PAK Programs
Total Sales/Marketing/Branding Campaign Less than \$15K	Award of Excellence	PAK Programs' "Great American Breweries"	Vertibrands
Total Sales/Marketing/Branding Campaign Less than \$15K	Best of Show	Disaster Planning Marketing Campaign	Frankenmuth Insurance
Total Sales/Marketing/Branding Campaign More Than \$100K	Award of Excellence	Brand Refresh & Website Design	Missouri Employers Mutual
Total Sales/Marketing/Branding Campaign More Than \$100K	Best of Show	2019 Grand Rapids Awareness Campaign	Frankenmuth Insurance
Website or Portal	Award of Excellence	HealthMarkets – 2019 HealthMarkets Careers Site Redesign	HealthMarkets
Website or Portal	Award of Excellence	HealthMarkets – 2019 HealthMarkets Direct-to-Consumer Marketplace	HealthMarkets
Website or Portal	Award of Excellence	SageSure.com 2020 Redesign	SageSure
Website or Portal	Award of Excellence	The Benefits innovations website	Sun Life Financial
Website or Portal	Best of Show	NIP Group Website	Vertibrands
Website or Portal	Best of Show	NIP Group Website	GKB Solutions
Website or Portal	Best of Show	NIP Group Website	NIP Group