



JUNE 20-22, 2022 | ORLANDO, FL

Congratulations 2022 IMCA Showcase Award Winners!

BEST OF SHOW

AWARD OF EXCELLENCE

CATEGORY	ENTRY NAME	COMPANY
Employee Corporate Print Communication	2022 Broker Experience Guide	Admiral Insurance Group
Employee Corporate Multimedia Communication	Return to Office Video	UFG Insurance
Employee Corporate Multimedia Communication	Guidewire World- Why Guidewire Rocks	Admiral Insurance Group
Employee Corporate Multimedia Communication	APCIA Perspectives Newsletter	American Property Casualty Insurance Association
Employee Corporate Communications Campaign	The Guidewire Neighborhood Series	Admiral Insurance Group
Employee Corporate Communications Campaign	Base Camp Podcast	Fortegra
Employee Corporate Communications Campaign	Project CX Supernova	VGM Insurance Services
External Corporate Print Communication	2020-2021 Annual Report - Legal Protection Program	ASEQ Studentcare
External Corporate Print Communication	Bright Paper: Supporting the supporters. Unpaid caregivers in Canada.	Sun Life
External Corporate Multimedia Communications	The REDY Index from CRC Group	CRC Group
External Corporate Multimedia Communications	It Was Meant to Be 2021 Video	IAT Insurance Group
External Corporate Multimedia Communications	Pulse Newsletter	ReSource Pro
External Corporate Communications Campaign	Insuring Something Good Campaign	The Cincinnati Insurance Companies
External Corporate Communications Campaign	Agent Update	UFG Insurance
External Corporate Communications Campaign	Propel Campaign	Westfield
Annual Report- Private or Publicly Traded	2021 Annual Report	Grinnell Mutual
Annual Report- Private or Publicly Traded	2021 INSURICA Year-in-Review	INSURICA
Media/Public Relations	Cementing and Elevating Its Trusted Voice, Church Mutual Insurance Company Connects with Influential Risk Management Leaders	Church Mutual Insurance Company, S.I.
Media/Public Relations	Westfield Specialty	Westfield
External Corporate Brand/Image Advertising/Marketing	2021 Rebrand Launch	Velocity Risk
External Corporate Brand/Image Advertising/Marketing	2021 Daughters of Gallagher	Gallagher
External Corporate Brand/Image Advertising/Marketing	pomi branding	POMI
External Corporate Social Media Campaign	HMIG 2022 Insurance Careers Month	Harford Mutual Insurance Group
External Corporate Social Media Campaign	Great Place to Work Social Campaign	Crum & Forster
Corporate Social Responsibility (CSR) Campaign	Linkous Family St. Baldrick's Shave Campaign	Harford Mutual Insurance Group
Corporate Social Responsibility (CSR) Campaign	2021 Paperless Campaign	SageSure Insurance Managers
Corporate Social Responsibility (CSR) Campaign	USI Gives Back 2021 Corporate Social Responsibility Campaign	USI Insurance Services
Print Marketing Communication - Single Piece	NetGuard® Farm Print Ad	Tokio Marine HCC - CPLG
Print Marketing Communication - Single Piece	NetGuard Plus® Highlight Sheet	Tokio Marine HCC - CPLG
Print Marketing Communications - Multiple Pieces	2021 Great Golf Giveaway Direct Mail Campaign	Applied Underwriters, Inc.
Print Marketing Communications - Multiple Pieces	2021 More to Pour Direct Mail Campaign	Applied Underwriters, Inc.
Print Marketing Communications - Multiple Pieces	CRC Group's State of the Market at a Glance	CRC Group
Broadcast Media Spot or Campaign	Home Field Advantage	Independent Insurance Agents & Brokers of America
Broadcast Media Spot or Campaign	2021 AEP TV Commercials	eHealth
Broadcast Media Spot or Campaign	2021 Tell It Straight	Shelter Insurance
Audio/Visual Communication Less than 2 Minutes	All Rides Welcome – Brand Awareness Video	Foremost Insurance Group
Audio/Visual Communication Less than 2 Minutes	Insurance for Unique Lifestyles – Brand Awareness Video	Foremost Insurance
Audio/Visual Communication 2 Minutes or Longer	Insurance Basics Video Series	RiverSource Life Insurance Co.
Audio/Visual Communication 2 Minutes or Longer	CRC Group's Placing You First Podcast - Returning to Work in 2021: COVID & Vaccinations Raise EPL Liability Questions	CRC Group
Audio/Visual Communication 2 Minutes or Longer	Policyholder Election Package Video	Fuzion
Podcast/Webinar	HR Town Hall Webinar Series	Gallagher
Podcast/Webinar	Kaleidoscope Podcast	ReSource Pro
Podcast/Webinar	AEU LEAD's Supervisor Skills: Secrets of Success Podcast	The American Equity Underwriters, Inc.
Magazines and Special Publications	2021 Workers' Compensation Almanac, Volume VIII	Applied Underwriters, Inc.
Magazines and Special Publications	2021 Teamwork issues	Grinnell Mutual
Magazines and Special Publications	Independent Agent Magazine - September 2021	Independent Agent Magazine



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Event or Experiential Marketing	2021 Extreme Sandbox	Admiral Insurance Group
Event or Experiential Marketing	2021 Leaders Conference	Foremost Insurance
Event or Experiential Marketing	Navigating Now	Gallagher
External Website	Cfins.com Redesign	Crum & Forster
External Website	RiverSource Insurance Digital Long-term Care Guide	RiverSource Life Insurance Company
Customer or Agent Portal	First Notice of Loss	Falvey Insurance Group
Customer or Agent Portal	My Shelter App	Shelter Insurance
Integrated Digital Marketing Campaign	Insuring Something Good Campaign	The Cincinnati Insurance Companies
Integrated Digital Marketing Campaign	CRC Group's 2021 Tools & Intel Campaign - Returning To Work in 2021: COVID-19 Vaccination	CRC Group
Integrated Digital Marketing Campaign	Said No Agent Ever Campaign	UFG Insurance
Email Marketing Campaign	Risk Management Email Series	VGM Insurance Services
Email Marketing Campaign	2021-2022 Email Campaign - Empower Me	ASEQ Studentcare
Email Marketing Campaign	Tools & Intel Monthly Newsletter	CRC Group
Social Media Marketing Campaign	2021 Foremost Virtual Motorcycle Rally Campaign	Foremost Insurance Group
Social Media Marketing Campaign	RPS Speaks Executive Lines Campaign	Risk Placement Services
Social Media Marketing Campaign	RPS Signature Programs Category Campaign	Risk Placement Services
Blog - Series or Category	F&G's Aspirement Blog	F&G
Blog - Series or Category	2021 Automation Blog Category	ReSource Pro
Blog - Series or Category	Coverage Insights Blog Series	VGM Insurance Services
Total Sales/Marketing/Branding Campaign less than \$5K	Marine Passenger Vessel Initiative	AXA XL
Total Sales/Marketing/Branding Campaign less than \$5K	Women's Leadership Series	Gallagher
Total Sales/Marketing/Branding Campaign less than \$5K	Margin Protect for Distributors	Gallagher
Total Sales/Marketing/Branding Campaign between \$6K and \$15K	Select Wisely Campaign	Berkley Select
Total Sales/Marketing/Branding Campaign between \$6K and \$15K	IBIS Academy 2021	Gallagher
Total Sales/Marketing/Branding Campaign between \$6K and \$15K	"Life Is A Journey" Campaign	Vertibrands
Total Sales/Marketing/Branding Campaign between \$31K and \$50K	2021 Brand Campaign	SageSure Insurance Managers
Total Sales/Marketing/Branding Campaign between \$31K and \$50K	Construction Multi-Regional Campaign	Gallagher
Total Sales/Marketing/Branding Campaign between \$51K and \$100K	Said No Agent Ever Campaign	UFG Insurance
Total Sales/Marketing/Branding Campaign between \$51K and \$100K	HR Town Hall Webinar Series	Gallagher
Total Sales/Marketing/Branding Campaign more than \$100K	Medicare Awareness and Acquisition Campaign	Pappas MacDonnell
Total Sales/Marketing/Branding Campaign more than \$100K	2021 AEP Spanish Campaign	eHealth
Total Sales/Marketing/Branding Campaign more than \$100K	Personal Lines Home Campaign	Frankenmuth Insurance
In-House - Print Communications	Foremost Signature Auto & Home Product Guides	Foremost Insurance Group
In-House - Print Communications	CRC Group's State of the Market at a Glance	CRC Group
In-House - Multimedia Communications	APCIA Perspectives Newsletter	American Property Casualty Insurance Association
In-House - Multimedia Communications	2022 Women's History Month	Independent Agent Magazine
In-House - Multimedia Communications	Mission, Vision & Mantras Rollout Campaign	VGM Insurance Services
In-House Marketing Communications Campaign	Propel Campaign	Westfield
In-House Marketing Communications Campaign	"Your partner" In-House Marketing Communications Campaign	AXA XL
In-House Marketing Communications Campaign	RPS Cyber Market Outlook Campaign	Risk Placement Services
Most Out-Of-The-Box Idea	Guidewire World- Why Guidewire Rocks	Admiral Insurance Group
Most Out-Of-The-Box Idea	Choose Local	Independent Insurance Agents & Brokers of America
Most Out-Of-The-Box Idea	Said No Agent Ever Swag Box	UFG Insurance
Creative Development on a Shoestring	Guidewire World- Why Guidewire Rocks	Admiral Insurance Group
Creative Development on a Shoestring	EP 1: Mr. Woodward's Neighborhood - Guidewire Is Coming!	Admiral Insurance Group
Creative Development on a Shoestring	2021 "Promises" Brand Commercial	Grinnell Mutual