

JUNE 20-22, 2022 | ORLANDO, FL

Congratulations 2022 IMCA Showcase Award Winners!

BEST OF SHOW

AWARD OF EXCELLENCE

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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 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 AEU LEAD's Supervisor Skills: Secrets of Success Podcast Magazines and Special Publications 2021 Teamwork issues RiverSource Life Insurance Co. RRC Group CRC Group CRC Group Gallagher Fuzion Fuzi	Audio/Visual Communication Less than 2 Minutes	All Rides Welcome – Brand Awareness Video	Foremost Insurance Group
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 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	Audio/Visual Communication Less than 2 Minutes	Insurance for Unique Lifestyles – Brand Awareness Video	Foremost Insurance
Audio/Visual Communication 2 Minutes or Longer in 2021: COVID & Vaccinations Raise EPL Liability Questions 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 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	Audio/Visual Communication 2 Minutes or Longer	Insurance Basics Video Series	RiverSource Life Insurance Co.
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	Audio/Visual Communication 2 Minutes or Longer		CRC Group
Podcast/Webinar Kaleidoscope Podcast ReSource Pro 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	Audio/Visual Communication 2 Minutes or Longer	Policyholder Election Package Video	Fuzion
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	Podcast/Webinar	HR Town Hall Webinar Series	Gallagher
Magazines and Special Publications 2021 Workers' Compensation Almanac, Volume VIII Applied Underwriters, Inc. Grinnell Mutual	Podcast/Webinar	Kaleidoscope Podcast	ReSource Pro
Magazines and Special Publications 2021 Teamwork issues Grinnell Mutual	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 Independent Agent Magazine - September 2021 Independent Agent Magazine	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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Congratulations 2022 IMCA Showcase Award Winners!

BEST OF SHOW

AWARD OF EXCELLENCE

CATEGORY	ENTRY NAME	COMPANY
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