



For Immediate Release

Media Contact:

Megan Flanagan, Executive Director
(952) 928-4644
info@imcanet.com

UFG Insurance Wins Most Honors in the 2020 IMCA Conference and Showcase Awards; Risk Placement Services Wins SAMMY Award

MINNEAPOLIS, MN, August 14, 2020 – UFG Insurance captured two Best of Show and five Award of Excellence honors in the 62nd Annual Insurance Marketing & Communications Association (IMCA) Showcase Awards. CRC Group, Foremost Insurance Group, and VGM Insurance Services each won six awards. CRC Group, Foremost Insurance Group, Frankenmuth Insurance, and Gallagher each won three Best of Show Awards.

Risk Placement Services won the popular SAMMY Award, determined by membership votes, for its Brand Campaign.

More than 80 awards were announced in 33 categories. Organizations from across the United States and Canada entered the competition, which recognizes outstanding marketing and communications products while promoting higher standards of excellence within the insurance industry.

“During this extraordinary time, we are honored to continue IMCA’s 62-year-old tradition of recognizing the top achievements in our field,” said Valerie Foster, chair of the board of directors and vice president, director of marketing at Berkley Alliance Managers. “These award-winning works acknowledge the importance of marketing and communications in the insurance industry and give us all the opportunity to celebrate those who have a positive impact.”

Other winners of Best of Show Awards included Aviva Canada, The Cincinnati Insurance Companies, Grinnell Mutual, HAI Group, Independent Agent Magazine, Life Happens, Risk Placement Services, SageSure Insurance Managers, Shelter Insurance, Slice Labs, Sun Life Financial, and Vertibrands.

Additional Award of Excellence winners included The Cincinnati Insurance Companies, Ecclesiastical Insurance, Falvey Insurance Group, HAI Group, Harford Mutual Insurance, HealthMarkets, IAT Insurance Group, Jewelers Mutual Group, LISI, Midwest Employers Casualty, Missouri Employers Mutual, Orchid Insurance, ReSource Pro, SageSure Insurance Managers, Shelter Insurance, Slice Labs, Sun Life Financial, UFG Insurance, USI Insurance Services, and Westfield Insurance,

Judging criteria for each of the 2020 IMCA Showcase Awards' 36 categories included background (why the program or product was created), target audience, objectives (what the intended outcome/strategy and measurable success criteria were) and results versus established metrics. More than 45 judges participated in the virtual judging process. Judges included advertising, marketing, public relations, and corporate communications executives from across North America.

###

About the Insurance Marketing & Communications Association

IMCA is the oldest association for insurance marketing and communications professionals in North America with roots tracing back to 1921. Membership includes leading international and domestic multiline insurance companies and brokerage firms, regional and specialty companies, general agencies, and prominent industry suppliers. The organization represents over 120 companies, including the industry’s top five property/casualty writers. Members include senior level management and professional staff working in the areas of corporate communications, advertising, public relations, marketing communications, marketing and sales promotion, marketing research and technology. **Visit IMCA at: imcanet.com.**