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## **IMCA Announces 2024 Showcase Winners**

MINNEAPOLIS (July 9, 2024) — The Insurance Marketing and Communications Association (IMCA) announced the winners of the 66th Annual IMCA Showcase Awards at last month's Ignite conference in Orlando, FL. This year's entries were the most competitive in Showcase Awards history, with 305 entries resulting in 166 awards in 72 distinct categories.

Entries were awarded gold, bronze or silver, dependent on the total number of points given by the judges, which include advertising, marketing, public relations, and corporate communications executives from across the industry.

Top honorees include:

- Admiral Insurance Group – 16 total awards, including five gold
- CRC Group – eight total awards, including three gold
- Gallagher – eight total awards, including two gold
- McGriff – eight total awards, including three gold

The judging criteria included alignment with target audience, achievement of objectives, and measurable results.

To view the full list of award recipients, please visit <https://imcanet.com/2024-IMCA-Showcase-Award-Winners.pdf>

### **Beth Montgomery Named 2024 IMCA Icon**

Beth Montgomery, VP of Company Relations at the Independent Insurance Agents and Brokers of America (IIABA, or "Big I") is this year's recipient of the annual IMCA Icon award.

The Icon award recognizes a marketer or communicator who has demonstrated extraordinary leadership and exemplary achievement in the insurance industry. To be considered for the award, an individual's achievements must serve as an inspiring example of how effective marketing and communications can contribute to the advancement of an organization's business objectives while setting a higher standard for outstanding work. Moreover, their innovation and creativity have a measurable impact within the industry.

Beth has more than 27 years with the Big I and previously held positions at the National Association of Professional Insurance Agents and MCI Enterprises as the National Sales Manager. Beth has built strong company relationships in the independent agent channel at the highest levels of nearly every major carrier and InsurTech firm.

### **2024 IMCA Trailblazer to Hughes, Look, and McClinton**

Taylor Hughes, Project Manager with CRC Group; Richard J. Look, President with Vertibrands; and Kenny McClinton, Director of Digital Marketing with Risk Strategies, are recipients of the annual IMCA Trailblazer award.

The 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.

### **IMCA Best in Show to Liberty Mutual**

The IMCA Best in Show Award, for the entry voted by the IMCA CMO Council to be the best overall work among all gold-winning Showcase entries, was presented to Liberty Mutual Agent Engagement & Programs for their entry Liberty Mutual's Camp RISE – a nostalgic three-day virtual summer camp for women working in independent insurance agencies in the Virtual Events (External Audience) Category.

### **About the Insurance Marketing and 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 more than 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. For more information, please visit [www.imcanet.com](http://www.imcanet.com).

### **About the IMCA Showcase Awards**

For more than 60 years, the IMCA Showcase Awards have recognized the most effective and innovative work from the best minds in insurance marketing and communications. The competition is open to IMCA members and non-members, including marketing agencies that wish to submit work on behalf of insurance industry clients. Entries eligible for a gold, silver or bronze award based on scores received from a panel of judges.

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