



Category	Rank	Company	Entry
Advertising/Promotional Campaign (three or more advertisements)*	Gold	FREE	Pen advertising
Advertising/Promotional Campaign (three or more advertisements)*	Silver	Meyocks & Delta Dental of Wisconsin	Delta Dental of Wisconsin Encourages Small Businesses to Show Employees How Much They Matter With Dental and Vision Benefits
Advertising/Promotional Campaign (three or more advertisements)*	Bronze	Principal Financial Group – Benefits and Protection	Women Owned Business Campaign
Annual Report	Gold	Acuity Insurance	Acuity Insurance 2023 Annual Report
Annual Report	Silver	Wellabe	Wellabe 2023 Annual Report
Annual Report	Bronze	SageSure	SageSure Annual Report: Driving Confidence through Results
Best Redesign/Refresh (single item)	Silver	Liberty Mutual Insurance	Revolutionizing agents' digital experience through the reimagined Safeco agent portal (a Liberty Mutual Insurance company) (copy)
Best Redesign/Refresh (single item)	Bronze	Coverys	Coverys.com Redesign
Best Redesign/Refresh Campaign*	Gold	DUAL North America	DUAL North America 2025 Rebrand
Best Redesign/Refresh Campaign*	Silver	LifeDirect	LifeDirect Rebrand
Best Redesign/Refresh Campaign*	Bronze	Sompo	Sompo Brand Refresh
Best Redesign/Refresh Campaign*	Bronze*	FREE	TIH Rebrand
Best Redesign/Refresh Campaign*	Silver*	HAI Group	HAI Group Brand Refresh and Website Redesign
Blog/Article – Single Piece	Gold	Berkley Construction Professional	A Woman's Place Is in the Construction Insurance Space
Blog/Article – Single Piece	Silver	Berkley One	Olympic Collectibles
Blog/Article – Single Piece	Bronze	CRC Group	Risks & Insurance Implications for Companies Leveraging AI
Blog/Article Campaign – Series or Collection*	Gold	CRC Group	CRC Tools + Intel
Blog/Article Campaign – Series or Collection*	Silver	CRC Group	ICYMI Article Email Series
Blog/Article Campaign – Series or Collection*	Bronze	Nationwide	Nationwide Retirement Institute Content
Brand Positioning Video	Silver	Foremost Insurance	Rediscover Foremost Video
Brand Positioning Video	Bronze	Avera Health	You Are Covered Open Enrollment 30-Second TV
Brochure Campaign/Series (three or more brochures)*	Bronze	AssetSure Group	AssetSure Specialty Practice Brochures
Community Relations/ Philanthropic Video	Silver	UFG Insurance	UFG Foundation - Cedar Rapids Library
Community Relations/ Philanthropic Video	Bronze	Admiral Insurance Group	Big Climb Pieing Contest
Contest/Gamification	Gold	American Integrity Insurance	Homes Age 2-5: Our Price Is Right!
Contest/Gamification	Silver	Nautilus Insurance Group	Nautilus-Contest-Gamification-Get Your Kicks
Contest/Gamification	Bronze	Nautilus Insurance Group	Nautilus-Contest-Gamification-Game Show
Corporate Communications/Public Relations (News Release, Editorial/Article) - Single Piece	Gold	Ryan Specialty Transactional Risk	Ryan Specialty Transactional Risk EMEA – A Claims Perspective
Corporate Communications/Public Relations (News Release, Editorial/Article) - Single Piece	Silver	Acadia Insurance	Winter Weather Preparedness Video

Corporate Communications/Public Relations (News Release, Editorial/Article) - Single Piece	Bronze	American Integrity Insurance	A Vision for the Future: American Integrity Appoints Jon Ritchie as President
Corporate Communications/Public Relations Campaign (three or more components)*	Gold	Nationwide	Nationwide Social Security Survey
Corporate Communications/Public Relations Campaign (three or more components)*	Silver	Gallagher	Gallagher's Skyrocketing Media Momentum: Building Trust and Transforming Engagement
Corporate Social Responsibility (CSR) Campaign*	Gold	Meyocks & Delta Dental of Illinois	Delta Dental of Illinois Foundations' Land of Smiles Program Tackles Childhood Tooth Decay
Corporate Social Responsibility (CSR) Campaign*	Silver	Old Republic Surety Company	Make the Change and Go Green Direct Bill Campaign
Corporate Social Responsibility (CSR) Campaign*	Bronze	USI Insurance Services	2024 USI Gives Back CSR Campaign – Three Months of Giving in Honor of USI's 30th Anniversary
Creative Development on a Shoestring Budget	Silver	Berkley One	Use Your Berkley One Tools
Customer or Agent Portal	Silver	Liberty Mutual Insurance	Revolutionizing agents' digital experience through the reimagined Safeco agent portal (a Liberty Mutual Insurance company)
Direct Mail Advertisement	Gold	Falvey Insurance Group	Rebrand Video Mailer
Direct Mail Advertisement	Silver	American Integrity Insurance	Flood Cross-Sell Postcard Campaign
Direct Mail Advertisement	Bronze	Nautilus Insurance Group	Nautilus-Calendar
Employee Communications (single piece)	Gold	Falvey Insurance Group	Production Summit Interactive Workbook
Employee Communications (single piece)	Silver	IMA Financial Group	Newborn Brochure
Employee Communications (single piece)	Bronze	Sandbox	Customer Service Playbook
Employee Communications Campaign (three or more components)*	Gold	Nautilus Insurance Group	Nautilus-Building Business Acumen
Employee Communications Campaign (three or more components)*	Silver	Sandbox	Employer Brand & Recruitment Strategy
Employee Communications Campaign (three or more components)*	Bronze	Old Republic Surety Company	PIE Program: Process Improvements from Everyone
Employee Recruiting Campaign	Silver	Foremost Insurance	Now is the time to join Foremost!
Event Attendee Materials (Agenda, Invitation, etc.)	Gold	Admiral Insurance Group	Wedding Crashers Regatta
Event Attendee Materials (Agenda, Invitation, etc.)	Silver	Avera Health	Avera Health Plans 2025 Agent Training Event
Event Attendee Materials (Agenda, Invitation, etc.)	Bronze	Admiral Insurance Group	50th Anniversary Premier Broker Event
Exhibit Booth/Display	Gold	Sompo	FERMA Forum 2024 Madrid Tradeshow Booth
Exhibit Booth/Display	Silver	Henriott Group, Inc.	Henriott Group, Inc.
Exhibit Booth/Display	Bronze	Sompo	RIMS 2024 Conference Booth
External Diversity, Equity, Inclusion, Belonging (DEIB) Communications – Single Piece	Silver	Insurance Insider US	Insurance Insider US: Insider Progress
External Diversity, Equity, Inclusion, Belonging (DEIB) Communications Campaign (three or more components)	Silver	IMA Financial Group	2023 Purpose Report
External Diversity, Equity, Inclusion, Belonging (DEIB) Communications Campaign (three or more components)	Bronze	Gallagher	Navigating Emerging DEI and ESG Risks
External Website	Silver	Admiral Insurance Group	2024 Website Redesign
External Website	Silver	HAI Group	HAI Group Website Redesign
External Website	Bronze	IMA Financial Group	IMA Website
In-Person Event (Internal Audience)	Gold	SageSure	SageSure Live 2024
In-Person Event (Internal Audience)	Silver	Seneca Insurance companies	Seneca 35
In-Person Event (Internal Audience)	Bronze	CRC Group	CRC Group National Sales Conference
Instructional/Training Video	Silver	AFCO Direct	AFCO Direct's PayMyPremiums Explainer Video

Instructional/Training Video	Bronze	HAI Group	Mechanical Room Maintenance & Safety Best Practices for Multifamily Properties
Internal Diversity, Equity, Inclusion, Belonging (DEIB) Communications Campaign (three or more components)	Gold	SageSure	SageSure Allyship Guides
Internal Diversity, Equity, Inclusion, Belonging (DEIB) Communications Campaign (three or more components)	Silver	Admiral Insurance Group	Period Poverty Campaign
Internal Diversity, Equity, Inclusion, Belonging (DEIB) Communications Campaign (three or more components)	Bronze	Berkley One	One Belonging Newsletter
Internal Website (intranet)	Silver	Brown & Brown	The Spot Revamp
Internal Website (intranet)	Bronze	Gallagher	Marketing Store
Long-Form Instructional Guide	Gold	Trusted Choice	Trusted Choice A.I. Marketing Toolkit
Magazine or Newspaper Advertisement	Silver	Nautilus Insurance Group	Nautilus Magazine Ad
Magazines (printed or digital)	Gold	Meyocks & Delta Dental	Delta Dental's Grin! for Kids
Magazines (printed or digital)	Gold	Berkley One	One Adventures - Issue 09 - Cars and Collectors
Magazines (printed or digital)	Silver	Independent Agent Magazine	Independent Agent Magazine
Most Out-of-the-Box Idea	Gold	Admiral Insurance Group	2024 Website Redesign
Most Out-of-the-Box Idea	Silver	Preferred Employers Insurance, a Berkley Company	Workplace Violence Coverage
Most Out-of-the-Box Idea	Bronze	Falvey Insurance Group	Rebrand Video Mailer
My project doesn't fit under any of these categories	Silver	Nationwide Annuity Marketing Team	Nationwide Annuity Future Consumer Research and Persona Development
My project doesn't fit under any of these categories	Bronze	Berkley Aspire	Getting to know us
Newsletter (Print & Digital)	Gold	CRC Group	CRC Tools + Intel
Newsletter (Print & Digital)	Silver	Wellabe	Wellabe Consumer Newsletter
Newsletter (Print & Digital)	Bronze	BenefitMall	BenefitMall Tools + Intel
Other Digital/Multimedia Advertisement	Gold	UFG Insurance	UFG Incentive Trip
Other Digital/Multimedia Advertisement	Silver	Smart Choice	5 Things Agencies Must Do Before the Hard Market Ends
Other Digital/Multimedia Advertisement	Bronze	Frankenmuth Insurance	Commercial Campaign Landing Page
Other Employee Communication/Publication	Gold	Harford Mutual Insurance Group	News in 90
Other Employee Communication/Publication	Silver	The American Equity Underwriters, Inc.	AEU Update Newsletter
Other Employee Communication/Publication	Bronze	Acadia Insurance	Guiding Principles – Strong Relationships Video & Mouse Pad
Other Event or Experience (In-Person or Virtual)	Gold	Berkley Alliance Managers	Soaring to Success: BAM & CAMICO 10th Anniversary Celebration
Other Event or Experience (In-Person or Virtual)	Silver	Crum & Forster	Crum & Forster's Future of Health Summit
Other Event or Experience (In-Person or Virtual)	Bronze	Free	WBN conferences
Other Long-Form Written Publication (eBook, research report, white paper)	Gold	HAI Group	Essential Security Strategies for Multifamily Housing
Other Long-Form Written Publication (eBook, research report, white paper)	Silver	HAI Group	Essential Ways to Help Your Commercial Clients Mitigate Cyber Risk
Other Long-Form Written Publication (eBook, research report, white paper)	Bronze	IMA Financial Group	IMA Employee Benefits Pulse Report
Other Print Advertisement	Silver	Smart Choice	The Power of Partnership - Jackie
Other Print Advertisement	Bronze	Smart Choice	The Power of Partnership
Other Video (Internal & External)	Gold	Free	CRC Internal video
Other Video (Internal & External)	Silver	USI Insurance Services	Ask V Launch Video
Other Video (Internal & External)	Bronze	Admiral Insurance Group	Big Climb Pieing Contest
Overall Social Channel Presence (single channel)*	Gold	Berkley Environmental	Berkley Environmental LinkedIn Channel
Overall Social Channel Presence (single channel)*	Silver	Berkley Environmental	Berkley Environmental YouTube Channel
Overall Social Channel Presence (single channel)*	Bronze	Wellabe	Wellabe on LinkedIn

Podcast – Single Episode	Silver	CRC Group	CRC Group - Embedded Insurance, Tech Partnerships and the Sharing Economy
Podcast – Single Episode	Bronze	Live4It Alliant	Live4It Alliant Walk and Talk Podcast – Connecting People and Providers
Podcast Campaign (three or more podcast episodes)*	Gold	Insurance Insider	Insurance Insider: Behind the Headlines
Podcast Campaign (three or more podcast episodes)*	Silver	Nautilus Insurance Group	Nautilus-Breaking It Down Podcast
Podcast Campaign (three or more podcast episodes)*	Bronze	The American Equity Underwriters, Inc.	Longshore Insider Podcast
Promotional Brochure: Company or Capabilities Overview	Silver	Principal Financial Group – Benefits and Protection	Women Owned Business Brochure
Promotional Brochure: Company or Capabilities Overview	Bronze	Berkley Construction Professional	Berkley Construction Professional Has the Perfect Potion for Success
Promotional Brochure: Product or Service	Silver	Sompo	Global Claims Brochure
Promotional Brochure: Product or Service	Bronze	Vela Insurance Services	Professional Liability Overview
Promotional Email - Single Piece	Gold	RT Specialty	RT Specialty Workers' Compensation "RT Keyboard" email
Promotional Email - Single Piece	Silver	Berkley Construction Professional	A Woman's Place is in the Construction Insurance Space
Promotional Email - Single Piece	Bronze	CRC Group	Tapco Personal Liability Risks
Promotional Email Campaign	Gold	Covery's	Independent Hospitals Targeted Lead Generation Campaign
Promotional Email Campaign	Silver	CRC Group	CRC Quick Quotes Email Campaign
Promotional Email Campaign	Bronze	BenefitMall	CRQS Modernization Campaign
Promotional Item/Branded Merchandise	Silver	SageSure	SageSure Bears: Delivering Hope and Heart
Promotional Item/Branded Merchandise	Bronze	Falvey Insurance Group	Rebrand Video Mailer
Promotional Video	Silver	Admiral Insurance Group	Virtual Care Launch
Promotional Video	Bronze	SageSure	Shingle Resealing Innovation Video
Sales Generating Campaign of the Year	Silver	Falvey Insurance Group	Q2 Advertising Campaign
Sales Generating Campaign of the Year	Bronze	Gallagher	Best-in-Class Benchmarking Analysis (US)
Social Media Campaign (series of posts for a single objective)*	Gold	Crum & Forster	C&F Travel Tour Operator Social Campaign
Social Media Campaign (series of posts for a single objective)*	Gold	Berkley One	Berkley One Classics Celebrates 50 Years
Social Media Campaign (series of posts for a single objective)*	Silver	Berkley Environmental	Insurance Pros Spilling the Tee: Season 2
Social Media Campaign (series of posts for a single objective)*	Silver	Risk Strategies	Risk Strategies - Paid Social Media Campaign
Social Media Campaign (series of posts for a single objective)*	Bronze	Foremost Insurance	Limited Time Offer campaign - AARP Mobile Home Insurance Program
Social Media: Single Post/Piece of Content	Gold	Meyocks & Farm Credit Services of America	Farm Credit Services of America Area Insurance Plans Social Ad Drives Impactful Leads
Social Media: Single Post/Piece of Content	Silver	Fuzion	LinkedIn Posts on Community Outreach
Social Media: Single Post/Piece of Content	Bronze	Vela Insurance Services	Happy Trivia Day! Social Media Engagement
Streaming/Live Video	Silver	UFG Insurance	UFG Live
Total Campaign between \$16K and \$30K*	Silver	Vertibrands	Van Wagner Digital Campaign
Total Campaign between \$31K and \$50K*	Gold	Admiral Insurance Group	2024 Admiral Days
Total Campaign between \$31K and \$50K*	Silver	Brownyard Group	Brownyard Digital Campaign
Total Campaign between \$51K and \$100K*	Silver	HAI Group	Insurance Journal Research and Trends Campaign
Total Campaign between \$51K and \$100K*	Bronze	Avera Health	You are Covered - Avera Health Plans Awareness Campaign
Total Campaign between \$6K and \$15K*	Silver	SageSure	Florida Commercial ABM Campaign
Total Campaign less than \$5K*	Gold	Eastern Dentists Insurance Company	EDIC Star Wars May The Force Be With You Campaign
Total Campaign less than \$5K*	Silver	Eastern Dentists Insurance Company	The EDIC Road To Hogwarts Challenge 2024
Total Campaign less than \$5K*	Bronze	Kimball Hughes Public Relations	Wildfire Safety: Coordinating a Media Campaign for a Leading California Agency
Total Campaign more than \$100K*	Silver	Meyocks & Farm Credit Services of America	Farm Credit Services of America's Area Insurance Plans Campaign Educates Farmers on Modern Crop Insurance Strategies
Total Campaign more than \$100K*	Bronze	Avera Health	Choose Green to Save GreenCampaign - Individual and Family Open Enrollment
Video Campaign (three or more videos)*	Gold	Berkley Environmental	Insurance Pros Spilling the Tee: Season 2
Video Campaign (three or more videos)*	Bronze	Berkley Construction Solutions	Risks We Insure Series
Virtual Events (External Audience & Internal Audience	Gold	CRC Group	CRC Group Tinis + Talk

Virtual Events (External Audience & Internal Audience	Gold	Nautilus Insurance Group	Nautilus-Other Event or Experience-Game Show
Virtual Events (External Audience & Internal Audience	Silver	Foremost Insurance	2024 Open More Doors Webinar Series (copy)
Virtual Events (External Audience & Internal Audience	Silver	Gallagher	Confidante, A Women's Network By Gallagher
Virtual Events (External Audience & Internal Audience	Bronze	RPS	2024 Better Together Charity Run
Webinar/Webcast - Series	Gold	Gallagher	FutureCast: A Virtual Risk Management Event
Webinar/Webcast - Series	Silver	Insurance Insider: Insider on Air	Insider on Air Webinars
Webinar/Webcast - Series	Bronze	Berkley One	Art Insights Series: Diamonds, Automania, Year End Art Insights