



## **The Insurance Marketing & Communications Association (IMCA) Announces 2025 Showcase Winners**

**Recognizing This Year's Best Marketing & Communications Work Across the Industry**

The Insurance Marketing and Communications Association (IMCA) announced the winners of the 67th Annual IMCA Showcase Awards at last month's Ignite conference in Scottsdale, AZ. This year's Showcase received nearly 300 entries, resulting in 153 awards in 66 distinct categories.

Showcase judges included representatives serving in advertising, marketing, public relations, and corporate communications roles across the insurance industry. Judges assign scores to each entry based on criteria such as alignment with the target audience, achievement of objectives, and measurable results. These scores determine the gold, silver, and bronze finalists within each category.

Top honorees include:

- CRC Group – eleven total awards, including three gold
- Admiral Insurance Group – nine total awards, including three gold
- Nautilus Insurance Group – seven total awards, including two gold

### **IMCA Best in Show to Acuity Insurance**

The IMCA Board of Directors determines the best overall work among all gold-winning Showcase entries. Acuity Insurance received the 2025 IMCA Best in Show Award for its 2023 Annual Report. Titled "Our Recipe for Sustainable Success" and formatted as a cookbook, it incorporated recipes and performance metrics presented by employees and executives. The report was packaged with kitchen tools, including a logoed professional-grade ceramic pan. Every item in the package featured a sustainable element, and a rewards campaign encouraged agents to read the report's contents closely.

### **Theresa Kwan Named 2025 IMCA Icon**

Theresa Kwan, Executive VP, Marketing – Benefits & HR Consulting at Gallagher, 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 be an inspiring example of how effective marketing and communication can advance an insurance organization's

business objectives and elevate the standard for exceptional work. Moreover, their innovation and creativity must have a measurable impact within the industry.

Theresa's extensive industry experience and insight, paired with her visionary and strategic approach, have helped her consistently stay ahead of marketing trends and influence leadership. She transformed Gallagher's Benefits & HR Consulting marketing from a single-person role to a robust global team of 60 professionals, bringing a valuable international perspective as the company expands its global reach.

### **2025 IMCA Trailblazer to Alissa Carson**

Alissa Carson, Project Marketing Manager with UFG Insurance, is the recipient of the annual IMCA Trailblazer award.

The Trailblazer Award recognizes an individual who has made outstanding contributions and demonstrated leadership in the insurance marketing and communications field. These individuals set the standard, raise the bar, and blaze a trail for the future of insurance marketing.

During her 18 years with UFG Insurance, Alissa has grown from her mailroom intern role to one of UFG's most appreciated marketing and communications leaders. Her tact, clarity, and foresight forge trust between business units and marketing experts, helping the company through mergers and acquisitions, branding shifts, expansions, and new technologies.

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

Since 1958, 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. Find out more about the IMCA by visiting [www.imcanet.com](http://www.imcanet.com).