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IMCA Honors Excellence in Insurance Marketing and Communications with 2026 Showcase Awards

***Jessica Marshall Named IMCA Icon;
Shana Herke Receives Trailblazer Award at the Ignite Conference***

SAVANNAH, GA (July 23, 2026) — The Insurance Marketing & Communications Association (IMCA) announced the winners of the 68th Annual IMCA Showcase Awards at last month's Ignite conference in Savannah, Georgia. This year's Showcase received 231 entries, resulting in 142 awards in 63 distinct categories.

Showcase judges include 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 included:

- CRC Group — 10 total awards, including four gold awards
- Gallagher — seven total awards, including four gold
- HAI Group — seven total awards, including three gold awards
- Nautilus Insurance Group — seven total awards, including two gold awards

A full list of Showcase finalists is available on www.imcanet.com.

Jessica Marshall Named 2026 IMCA Icon

Jessica Marshall, Chief Development Officer at CRC Group, received IMCA's Icon award.

The Icon award recognizes an individual who has demonstrated extraordinary leadership and exemplary achievement in the insurance marketing and communications field. 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 strategy, innovation, commitment and vision must have a measurable impact within the industry.

"Jessica is widely known as a driving force in elevating the role of insurance marketing, championing a strategic, data-driven approach that has helped redefine marketing as a catalyst for business growth," said Taylor Evans, Executive Chair of IMCA. "Her leadership extends beyond CRC's success through her service to industry associations, mentorship and dedication to advancing the next generation of insurance professionals."

Shana Herke Named 2026 IMCA Trailblazer

Shana Herke, Director of Marketing with Pharmacists Mutual Insurance Group, received 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 new standards, embrace innovation, and help foster transformative growth.

"Shana is a champion of innovation, brand transformation and strategic growth at Pharmacists, while fostering a culture of collaboration and professional development within her team," said Evans. "She is enhancing her organization's brand visibility by modernizing marketing strategies and positioning marketing as a strategic growth partner to the business. Her impact extends beyond her organization through her dedication to the industry and her community, embodying the spirit of a true trailblazer — someone who inspires progress, empowers and paves the way for others."

About the Insurance Marketing & Communications Association (IMCA)

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 some of the industry's top 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, visit 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.

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