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## **Professional Insurance Marketing Association (PiMA) Recognizes 2012 Marketing Methods Award Winners at MidYear Meeting**

*AMA Insurance Agency, Inc. takes home prestigious Best of PiMA Award*

Chicago, IL – July 26, 2012 – [The Professional Insurance Marketing Association](#) (PiMA) has named the winners of its annual Marketing Methods Competition at the 2012 PiMA MidYear Meeting & Trade Show.

AMA Insurance Agency, Inc.'s was awarded Best of PiMA. The winning entry is a social media campaign that successfully engaged young medical professionals — and drove new leads to the Agency's site from a variety of medical professionals as well as medical schools and hospitals. Other Gold Award winners are Aon Affinity, DMW Direct, Marsh and The SKM Group.

PiMA Marketing Methods awards are bestowed upon those member insurance direct marketing efforts that display outstanding marketing and creative strategy and deliver measurable results. The 2012 PiMA Marketing Methods Competition winners are:

Mail Solicitation for Guaranteed-Issue Product / Simplified-Issue Product

- GOLD – Marsh
- SILVER – AIG Benefit Solutions
- BRONZE – AMA Insurance Agency, Inc.
- HONORABLE MENTION – DMW Direct

Mail Solicitation for Underwritten Product

- SILVER – Anderson Direct Marketing
- BRONZE – Marsh
- HONORABLE MENTION – Aon Affinity

Multiple Step / Delivery Channel

- GOLD – Marsh
- SILVER – Chubb Accident and Health
- BRONZE – Affinion Group
- HONORABLE MENTION – AIG Benefit Solutions

Customer Cross-sell and Upgrade Marketing

- SILVER – AMA Insurance Agency, Inc.
- BRONZE – AIG Benefit Solutions
- HONORABLE MENTION – Marsh

#### Lead Generation Campaign

- SILVER – DMW Direct
- BRONZE – Marsh
- HONORABLE MENTION – KBM Group

#### Conservation / Retention Campaign

- SILVER – Marsh
- BRONZE – Aon Affinity

#### E-Commerce Website

- GOLD – AMA Insurance Agency, Inc.
- BRONZE – Marsh
- HONORABLE MENTION – Aon Affinity

#### Self Promotion – Agency Members

- GOLD – Aon Affinity
- BRONZE – Marsh

#### Self Promotion – Company Members / Business Partners

- GOLD – The SKM Group
- SILVER – North American Communications
- BRONZE – Bodden Partners
- HONORABLE MENTION – DMW Direct

#### Other Media

- GOLD – DMW Direct

#### New Media

- GOLD – AMA Insurance Agency, Inc.
- SILVER – Marsh
- BRONZE – AIG Benefit Solutions
- HONORABLE MENTION – Forrest T. Jones & Company, Inc.

For more information, contact PIMA at 817-569-7462 (PIMA) or visit <http://www.pima-assn.org>.

#### **About PIMA**

The Professional Insurance Marketing Association (PIMA) connects & empowers leaders in the affinity benefits industry to thrive in a dynamic marketplace. For more information, visit the PIMA web site at <http://www.pima-assn.org>.