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PiMA Names Winners of 2013 Marketing Methods Competition Awards

IHC Specialty Benefits, Inc. Receives Best of PiMA Award

Chicago, IL – July 30, 2013 – The [Professional Insurance Marketing Association](#) (PiMA) has named the winners of its annual Marketing Methods Competition at the 2013 PiMA MidYear Meeting & Trade Show.

Gold Winner IHC Specialty Benefits, Inc. was awarded the coveted Best of PiMA honor. The winning entry is an e-commerce website (healthdeals.com) which was successfully transitioned from a single to multi-product platform while demonstrating an effective use of responsive website design. Part of an ambitious rebranding effort, this website drove impressive results — increasing conversion rate per unique visitor by 49%. Other Gold Winners are AmWINS Group Benefits, Marsh, Pearl Companies, The Hartford and TIAA-CREF. The expert panel of judges consisted of Jennifer Day of KBM Group, Chuck La Tournous of Prudential and Cindy Warden of AMA Insurance Agency, Inc.

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 2013 PiMA Marketing Methods Competition winners are:

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

- GOLD — Marsh
- SILVER — Anderson Direct Marketing
- HONORABLE MENTION — AMA Insurance Agency, Inc.

Mail Solicitation for Underwritten Product

- HONORABLE MENTION — AMA Insurance Agency, Inc.

Multiple Step / Delivery Channel Marketing

- SILVER — TIAA-CREF
- BRONZE — AIG Benefit Solutions
- HONORABLE MENTION — Affinion Group

Customer Cross-sell and Upgrade Marketing

- GOLD — The Hartford

- HONORABLE MENTION — Marsh

Lead Generation Campaign

- GOLD — Pearl Companies
- SILVER — DMW Direct
- BRONZE – Bodden Partners
- HONORABLE MENTION — Marsh

Conservation / Retention Campaign

- GOLD — TIAA-CREF

E-Commerce Website

- GOLD — IHC Specialty Benefits, Inc.
- BRONZE — Marsh

Self Promotion / Agency Members

- BRONZE — Marsh

Other Media

- BRONZE — Aon
- HONORABLE MENTION — Marsh

New Media

- GOLD — AmWINS Group Benefits
- SILVER — AIG Benefit Solutions
- BRONZE — TIAA-CREF
- HONORABLE MENTION — Bodden Partners

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

About PIMA – Where Affinity Business Grows

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>.

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