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For immediate release

Aon Affinity earns 5 marketing honors during 2013 awards season

HATBORO, Penn. (August 6, 2013) – [Aon Affinity](#), the consumer, association and group program business of [Aon Risk Solutions](#), the global [risk management](#) business of [Aon](#) plc (NYSE: AON), received three marketing awards from the Insurance Marketing and Communications Association, one from the Philadelphia Direct Marketing Association, and one from the Professional Insurance Marketing Association.

“We are extremely pleased with the recognition Aon Affinity has received from these prestigious marketing associations,” said Manny Rivera, senior vice president of marketing at Aon Affinity. “It is important validation for the work we do to empower results for our clients and it lets prospective customers know we have an award-winning team producing content that creates distinctive value.”

The 55th Annual IMCA Showcase Awards were held June 23-26, 2013, in Philadelphia, Penna., and recognize outstanding marketing and communications work in the insurance industry. Aon Affinity won in the category of marketing communications for their *Lawyers ‘Exceptional Choice’ Apples to Apples* direct mail kit which beat the control with a 63% increase in response rate and exceeded budget expectations for applications, sales and revenue.

Aon Affinity also took home an IMCA marketing communications award for their *Interactive Spotlight Legal Case Studies*, which featured actual malpractice insurance claims and outcomes with strategies on how to avoid the pitfalls of a lawsuit in an interactive format. The campaign received a 3.3% response rate, along with a 19% open rate and 22% click through rate.

Aon Affinity’s third IMCA award, for the social media campaign, *My Story: Why I Became an Orthodontist Facebook Contest*, was used to engage orthodontic students attending their annual meeting. The campaign generated a great deal of interest; out of approximately 300 students in attendance, 180 took part in the contest either by submitting entries or voting.

The PIMA Marketing Methods Competition Awards were held on July 25-28, 2013, in Southampton, Bermuda, and are bestowed upon insurance direct marketing efforts that display outstanding creative strategy and deliver measurable results. Aon Affinity won the bronze award in the other media category for their *Ralph Love Socks* video campaign which resulted in a 15% engagement rate and increased visits to their Healthy Paws Pet Insurance web site by 50% over a six month period.

The PDMA Benjamin Franklin Awards for Direct Marketing Excellence were held on June 6, 2013, in Philadelphia, Penna., and honor exceptional work within the Philadelphia direct marketing industry. Aon Affinity won an honorable mention for their *Ralph Love Socks* video campaign.

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About Aon Affinity

[Aon Affinity](#) is a trade name for Affinity Insurance Services, Inc. Aon Affinity combines the specialized knowledge of affinity program management with the extensive resources of a global company to help clients achieve their goals. With



an innovative approach to program strategy, from the design of products and services to the delivery of the marketing message, Affinity offers full-service capabilities; technical expertise and industry knowledge to deliver value to clients. Visit <http://www.aon.com/affinity> for more information.

About Aon

[Aon plc](#) (NYSE:AON) is the leading global provider of [risk management](#), insurance and [reinsurance](#) brokerage, and [human resources](#) solutions and [outsourcing](#) services. Through its more than 65,000 colleagues worldwide, [Aon](#) unites to empower results for clients in over 120 countries via [innovative](#) and effective [risk](#) and [people](#) solutions and through industry-leading global resources and technical expertise. Aon has been named repeatedly as the world's best [broker](#), best insurance intermediary, reinsurance intermediary, captives manager and best [employee benefits](#) consulting firm by multiple industry sources. Visit www.aon.com for more information on Aon and www.aon.com/manchesterunited to learn about Aon's global partnership and shirt sponsorship with [Manchester United](#).

About IMCA

The Insurance Marketing Communications Association, founded in 1921, is a professional industry association whose collective membership represents the insurance and financial services industries throughout the United States, Canada, Mexico and Bermuda. Members include many of the largest multi-line insurance companies and brokerage firms in North America, regional and specialty companies, general agencies and prominent industry suppliers. For more information, please visit www.imcanet.com.

About PIMA

Since 1975, the Professional Insurance Marketing Association has served as a premier business development forum in the affinity and sponsored insurance direct marketing community. Today's PIMA connects and 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>.

About PDMA

The Philadelphia Direct Marketing Association provides a program of continuing education on all aspects of Direct Marketing to the general public and people involved with the Direct Marketing Industry. The PDMA promotes the highest professional standards for Direct Marketing, cooperates with government and industry organizations for the advancement of Direct Marketing and encourages the exchange of ideas among members, participants, and students. For more information, visit the PDMA web site at <http://the-pdma.org>.

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