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## **PiMA Announces 2015 Marketing Methods Competition Awards**

Chicago, IL – July 28, 2015 – The [Professional Insurance Marketing Association](#) (PiMA) named the winners of its annual Marketing Methods competition at the 2015 PiMA MidYear Meeting and Trade Show.

Prudential was awarded the “Best of PiMA” in the “New Media” category. Their strategy used a digital “personality” to engage Millennial CPAs in a dynamic online conversation that used humor and created a highly personalized purchasing experience that led to product decisions they felt invested in.

PiMA Marketing Methods awards are presented to member companies for direct marketing efforts that display outstanding marketing and creative strategies that deliver banner, measurable results. The 2015 judges were Deana Palmer, NASW Assurance Services, Inc., Angela Daisy, Value Group LLC, and Chuck LaTournous, Prudential.

The additional 2015 PiMA Marketing Method Competition winners are:

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

- GOLD – Prudential
- SILVER – DMW Direct
- BRONZE – Mercer Consumer

### Mail Solicitation for Underwritten Product

- GOLD – Prudential
- SILVER – Mercer Consumer
- BRONZE – Aon

### Multiple Step/Delivery Channel Marketing

- GOLD – Prudential
- SILVER – DMW Direct
- BRONZE – Mercer Consumer

### Customer Cross-sell and Upgrade Marketing

- GOLD – Prudential

- SILVER – Mercer Consumer
- BRONZE – Affinion Group

#### Lead Generation Campaign

- GOLD – DMW Direct
- SILVER – Mercer Consumer
- BRONZE – AIG Benefit Solutions

#### Conservation/Retention Campaign

- GOLD – Mercer Consumer
- SILVER – DMW Direct

#### E-Commerce Web site

- GOLD – Next Generation Insurance Group

#### Self-Promotion – Agency Members

- GOLD – Pearl Companies
- SILVER – Mercer Consumer

#### Other Media

- GOLD – DMW Direct

#### New Media (New Category)

- GOLD – Prudential
- SILVER – DMW Direct
- BRONZE – Pearl Companies

For more details, contact PIMA at 817-569-7462 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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