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PIMA Announces 2016 Marketing Methods Competition Awards *Prudential Receives Best of PIMA Award*

Chicago, IL (July 24, 2016) – The [Professional Insurance Marketing Association](#) (PIMA) announced the winners of its annual Marketing Methods Competition at the PIMA MidYear Meeting and Trade Show.

PIMA's Marketing Methods awards are presented to member companies for direct marketing efforts that display outstanding marketing and creative strategies that deliver banner, measurable results.

Prudential was awarded the “**Best of PIMA**”. The campaign was for the AICPA 2015 Level Premium Term Campaign. Prudential used consistent messaging across multiple channels to support direct mail efforts resulting in a great win for a product that is historically a proven tough sell to this target audience.

The 2016 PIMA Marketing Methods Competition winners are:

Best of PIMA

- Prudential

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

- GOLD – Mercer Consumer
- SILVER – Alliant Insurance Services
- BRONZE – Aon Affinity

Mail Solicitation for Underwritten Product

- GOLD – Prudential
- SILVER – Prudential
- BRONZE – Value Group Direct

Multiple Step/Delivery Channel Marketing

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

Customer Cross-sell and Upgrade Marketing

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

Lead Generation Campaign

- GOLD – AIG Benefit Solutions
- SILVER – Value Group Direct
- BRONZE – Aon Affinity

Conservation/Retention Campaign

- GOLD – Aon Affinity
- SILVER – Aon Affinity
- BRONZE - Prudential

E-Commerce Web site

- GOLD – ARAG
- SILVER – Mercer Consumer
- BRONZE – Pearl Insurance

Self-Promotion – Agency Members

- GOLD – Affinion Group
- SILVER – Mercer Consumer

Self Promotion - Company Members/Business Partners

- GOLD – Securian Financial Group
- SILVER – North American Communications
- BRONZE – Securian Financial Group

Other Media

- GOLD – Mercer Consumer

New Media

- GOLD – Securian Financial Group
- SILVER – ARAG
- BRONZE – Securian Financial Group

Judges Choice Award

- FARM, creative agency

The 2016 judges were Kelly Abeles of AIG; Angela Daisy of Value Group Direct; and Deana Palmer of NASW Assurance Services. For more details, contact PIMA at 817-569-7462 or visit <http://www.pima-assn.org>.

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