

Highlight indicates Best of Show winners

SAMMY Winner: Kansas City Life Insurance Company Corporate Communications – VIP Victory in Production, President’s Birthday Contest

TaDa! Winner: The American Equity Underwriters Inc. – 2017 Mardi Gras Mail Out

DIVISION I – INTERNAL CORPORATE COMMUNICATIONS

1. Employee Print Communications

Atlantic American Corporation – Creative Services

MAPFRE Insurance – How I Take Care of People – Employee Poster Campaign

The Main Street America Group – The Main Street America Group’s 2017 Calendar

2. Employee Electronic or Interactive Communications

AIG – AIG Financial Network Bilingual Chinese Newsletter

Frankenmuth Insurance – Employee Identity Theft Awareness Campaign

The Main Street America Group – Mike’s Monthly Claims/ICS Update

3. Employee Audio/Visual Communications

Jackson – Here It Comes Video

The Co-operators – The Fort McMurray Fire

The Main Street America Group – Main Street America’s Tribute to Orlando Pulse Nightclub Victims

4. Employee Communications Campaign

Manulife – Manulife Vitality Internal Launch

MAPFRE Insurance – Global Health Week Employee Communications Campaign

The Hanover Insurance Group – Hanover Ready

DIVISION II – EXTERNAL CORPORATE COMMUNICATIONS

5. External Corporate Print Communications

John Hancock Insurance – John Hancock Guide to Financing Premiums

Sun Life Financial – Chronic Disease in the Workplace: Focus on Prevention and Support, a Sun Life Bright Paper

The Hanover Insurance Group – The Hanover Community Report

6. External Corporate Electronic or Interactive Communications

Artex Risk Solutions – Artex Risk Solutions Website

Great American Insurance Group – Live Your Life Great

The Doctors Company – Website Redesign to Support Updated Strategic Positioning

The Hanover Insurance Group – The Hanover HR Recruiting Website

7. External Corporate Audio/Visual Communications

NORCAL Mutual Insurance Company – MyNORCAL App Video

The Co-operators – Treat Driving Like It’s Your Job

The Main Street America Group – Woodland Acres Visits Main Street America: Annual 5th Grade Field Trip – Spring 2016

– No Best of Show Award in Category 7 –

8. External Corporate Communications Campaign

CNA – PrepWise 2016

The Co-operators – It’s Our World

The Co-operators – Treat Driving Like It’s Your Job

9. Annual Reports – Publicly Traded

– No entries in Category 9 –

10. Annual Reports – Private

Acuity Insurance – 2016 Annual Report

The Doctors Company – The Doctors Company Annual Report

The Main Street America Group – The Main Street America Group’s 2016 Annual Report: Partnering for Success

11. **Public Relations**

Aon Affinity – 2016 Travel Insurance Awareness Campaign

Healthmarkets – OurCare

Safeco Insurance – Make More Happen Awards

The American Equity Underwriters Inc. – 2017 Mardi Gras Mail Out

12. **Corporate Social Media**

CNA – Insurance Careers Month

The Co-operators – Treat Driving Like It's Your Job

The Doctors Company – Social Media Campaign: Leveraging Thought Leadership

13. **Corporate Social Responsibility (CSR)**

Aviva Canada Inc. – Plan & Protect App

COUNTRY Financial – ChorePal

PEMCO Mutual Insurance Company – Golden Apple Moments

DIVISION III – MARKETING COMMUNICATIONS

14. **Product Advertising/Marketing**

Foremost Insurance Group – 2016 Trade Ads

Sun Life Financial – Sun Life Financial – Insurance Product Shelf Relaunch

The Doctors Company – Print Ads for Updated Strategic Positioning

15. **Print Corporate Image Advertising/Marketing**

Missouri Employers Mutual – Safety Fanatics Advertising Campaign

Universal American – “Celebrate the Reasons” Newspaper Series

– **No Best of Show Award in Category 15** –

16. **Broadcast Media Spot or Campaign**

AIG – AIG Lunar New Year Cultural Campaign

The Cincinnati Insurance Companies – The Nursery TV Spot

The Co-operators – With The Co-operators, It's Simple

17. **Audio/Visual Communications under 1 Minute**

Frankenmuth Insurance – Goodnight Boss :30 Spot

HealthMarkets – What is Coinsurance?

John Hancock Insurance – Vitality HealthyFood Videos

18. **Audio/Visual Communications over 1 Minute**

Allstate Business Insurance – Modernizing the Distribution Channel: Customer Self-Service

Aon Affinity – Aon Affinity – Aon Health PLUS USWCC eBook

John Hancock Insurance – Life in Motion Video: The Soundtrack of Life

The Cincinnati Insurance Companies – 2016 Hurricane Matthew – Storm Team

The Doctors Company – Video: “Taking the Mal Out of Malpractice Insurance”

19. **Publications**

Independent Insurance Agents & Brokers of America – Independent Agent Magazine

Manulife – Solutions Magazine

Universal American – Live Healthy Magazine

20. **Event or Experiential Marketing**

Applied Underwriters – Applied Underwriters Big Dog Bobblehead, 2016 Berkshire Hathaway Show

CNA – 2016 International Roofing Expo/Community Involvement Award

CNA – 2016 CIAB Insurance Leadership Forum

21. **Digital Marketing Campaign**

AIG – Life to the Max Interactive

AIG – Campaign in a Box: RetireStronger.com/Campaign

Frankenmuth Insurance – Frankly Speaking Digital Campaign



2017 IMCA SHOWCASE AWARDS WINNERS

22. **Digital Ad Marketing, Single Piece**

AIG – Life to the Max

Aon Affinity – WedSafe Website Refresh & Email Campaign

23. **Email Marketing**

Aon Affinity – WedSafe Website Refresh & Email Campaign

John Hancock Insurance – 2016 John Hancock/M Financial Vitality Interactive Email Campaign

The Hanover Insurance Group – TAP Marketing Launch

24. **Social Media Marketing**

AIG – Life To The Max – Social Media Campaign

Foremost Insurance Group – Riding Naked? Social Media Campaign

The Doctors Company – Advance Good Medicine Campaign:
Branding on Social Media

25. **Single Item, Sales/Marketing/Branding Promotion under \$15K**

Direct Choice Inc. – Blue Cross and Blue Shield of North Carolina
“Medicare Made Simple”

Foremost Insurance Group – Straight-to-the-Point Guide to Social Media Marketing

Frankenmuth Insurance – Co-op Game Day Programs

26. **Single Item, Sales/Marketing/Branding Promotion over \$15K**

Aon Affinity – Aon Affinity – AICPA PLUS Plan “Numbers” Direct Mail Creative

John Hancock Insurance – 2017 Live More Calendar
UFG Insurance – UFG Insurance Website

27. **Total Sales/Marketing/Branding Campaign under \$15K**

ASEQ | Studentcare – Health & Dental Plan Communications Campaign
MiniCo Insurance Agency – MiniCo Wind/Hail Deductible
Buy-Back Campaign

Missouri Employers Mutual – MEM + Previsor Marketing Campaign

2017 IMCA SHOWCASE AWARDS WINNERS



28. **Total Sales/Marketing/Branding Campaign between \$16K and \$30K** **Aon Affinity – Insuring the World’s Art**

29. **Total Sales/Marketing/Branding Campaign between \$31K and \$50K**

AIG – Road To Retirement Campaign (IUL Product Launch)

John Hancock Insurance – Vitality Active Rewards with Apple Watch Campaign

30. **Total Sales/Marketing/Branding Campaign over \$50K**

COUNTRY Financial – COUNTRY Financial Own Your Future Campaign

Direct Choice Inc. – Highmark BCBS 2017 Individual Renewal Campaign
“Future Proof”

The Co-operators – It’s Our World

DIVISION IV – MISCELLANEOUS CATEGORIES

31. **In-House, Product or Image Advertising/Marketing**

Foremost Insurance Group – 2016 Trade Ads

Kansas City Life Insurance Company Corporate Communications – VIP Victory in Production, President’s Birthday Contest

Preferred Connect Insurance Center LLC – Richard Arcati – California
Breweries – Brewery Insurance

32. **Best Idea Never Produced**

– No entries in Category 32 –

33. **Creative Development on a Shoestring**

Allstate Business Insurance – Vertical Specialization Go-to-Market Strategy
MAPFRE Insurance – Fenway Facts Television Commercial

Preferred Connect Insurance Center LLC – Richard Arcati – California Breweries – Brewery Insurance