

# 2013 TMPAA Program Marketing Campaign Awards

## Overview of Award Program

TMPAA again teamed up with the Insurance Marketing & Communications Association (IMCA) to offer Agency Members the opportunity to submit their best marketing campaigns. Entries were judged by *IMCA's Showcase Award* creative judging team.

## Eligibility Requirements

- Competition is open to TMPAA Program Agency Members only
- Marketing campaigns must have been in the marketplace between January 1, 2012 and April 1, 2013
- Submitted entries must include a minimum of two (2) communication vehicles (non-electronic and/or electronic creative executions acceptable)

# Program Marketing Campaign Sample Components

## Electronic/Digital/Online

- Company/program website
- Promotional website landing page
- Email marketing campaign
- Facebook, Twitter or Blog
- Online banner advertising
- CD/DVD video or other presentation
- Broadcast/cable TV or radio spots

## Non-Electronic/Conventional

- Company or product brochure
- Direct mail piece or kit
- Print advertising (trade publications)
- New company identity launch (logo)
- Product sell sheets/flyers
- Telemarketing/outreach program
- Promotional/premium items

# 2013 Award of Excellence Winner: Venture Ins. Programs

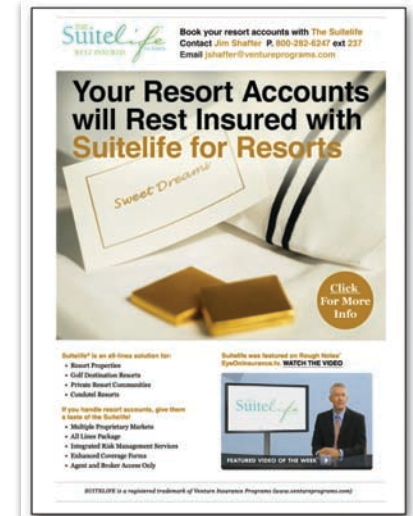
## Campaign Name: "Suite Life Product Launch"



Insured Print Ad



Direct Mail Gift Box



Broker Email Blast

Target Audience Strategy: Build Suite Life awareness, establish premier image & increase submissions

Marketplace Results: Confirmed 100% gift box open rate\*, brand awareness\* 100% & submissions +25%

Marketing Agency: Vertibrands, West Chester, PA

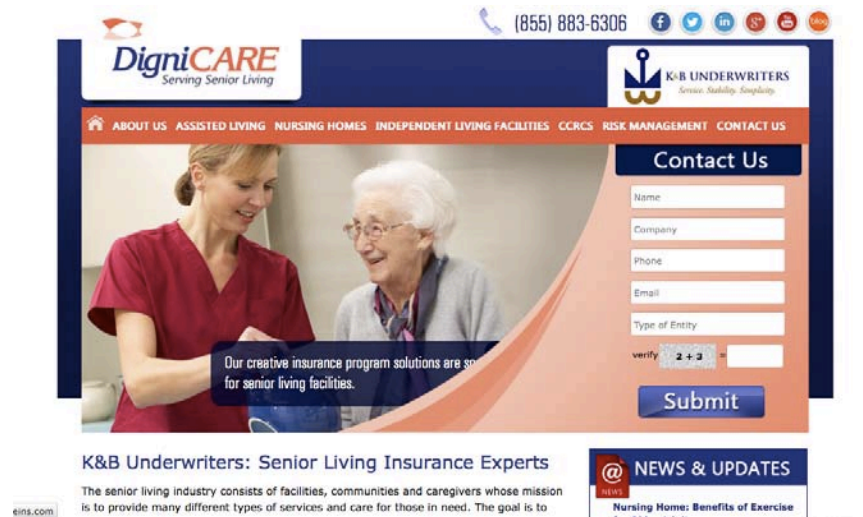
\*Post promotion telephone survey

# 2013 Award of Excellence Winner: K&B Underwriters

Campaign Name: "DigniCARE Marketing Campaign"



Electronic Banner Ad



Branded Product Website



Email Blast

Target Audience Strategy: Increase DigniCARE brand awareness, website traffic & top two carrier GWP

Marketplace Results: Gross impressions +25%, website unique visitors +39% & top two carrier GWP +44%

Marketing Agency: TPMS, Wilmington, DE

# 2013 Award of Excellence Winner: MiniCo. Ins. Agency

## Campaign Name: "MiniCo Family of Products"



Email Blast



Sub-Brand Icons



Email Blast

Target Audience Strategy: E-mail goals: open rate 8%, click thru rate 3% & quote requests 1,380

Marketplace Results : Email open rate 11.3%, click thru rate 3.3% & quote requests 1,587

Marketing Agency: MiniCo Marketing Department (in-house agency), Phoenix, AZ