



Marketing Methods Competition

Entry Packet

Overview

PIMA's annual Marketing Methods Competition (MMC) recognizes outstanding achievement in marketing by PIMA members. Gold, Silver, Bronze Awards, and Honorable Mention recognition, are based on a minimum point threshold. (If no entry in a category meets the point threshold, that award is not presented.) All Gold award winners are considered for the annual "Best of PIMA" award.

Competition Rules

- There is no limit to the number of entries.
- Entries cannot have been submitted in a previous PIMA MMC.
- While the categories cover a wide range of direct marketing activity, marketing is a dynamic discipline that continuously produces new tactics. Consequently, an entry may meet the definition of more than one category, or, conversely, fail to fit precisely into any of them. Entrants should use their best judgment when choosing categories for their entries. Note: the judges reserve the right to re-categorize entries, if it will be to the entry's advantage.
- Competition forms – sent to PIMA after entry forms are received – should be as complete and detailed as possible. This is especially important for information about results.
- Award winners will be announced, and all entries displayed, during PIMA's MidYear Meeting.

Judging

Three members are appointed by the PIMA President to serve as judges, with one typically rotating off, each year. (Judges are not present for, and do not participate in, deliberations that may involve their own organization's submission.)

Judging Criteria

- **Results (50%)** – The marketing results produced.
- **Marketing Strategy (25%)** – Analysis of the marketing opportunity, explanation of the tactics employed, and use of resources to accomplish the goal.
- **Creative Execution (25%)** – How well the overall creative approach supports the marketing strategy.

Competition Deadline Dates

Entry Forms and Payment Due: **April 15 (or the preceding Friday, if on a weekend)**

Display Boards and Competition Forms Due: **April 30 (or the preceding Friday, if on a weekend)**

Note: all of this information is on the PIMA Website www.pima-assn.org

Summary Instructions for Entry

Entering PIMA's Marketing Methods Competition is as easy as 1,2,3...4!

1. Determine which category(ies) you will be entering.

Please read the descriptions of each category to make sure that your entry meets the criteria.

2. Complete the Entry Form and send with payment by April 15 (or the preceding Friday).

3. Create entry board(s) outlining your campaign(s).

- Please mount your entries on a black, 3/16" (5mm) thick foam presentation board.
- Dimensions are 36" tall x 48" wide. The board should have a folded side on both ends (wings) that allow the board to stand up.
- These display boards (HUNT or ELMER Executive Pro or X-ACTO Display Boards) can be purchased at most office supply stores. You may also use double-sided tape but please ensure that your materials will not easily come off of the Boards.

OR

Output your graphics in one piece, if possible, and then spray mount your graphical piece(s) to the board(s) (as opposed to using tape and/or glue) to protect the integrity of the entries during repeat shipping.

For sample display board photos, please see attached.

4. Send Competition form(s) and board(s) to PIMA by April 30 (or the preceding Friday).

The judges need **TWO** Competition forms per display board for each category entry.

- a. *One* completed copy of Competition Form should be attached to the back of the display board in the upper right hand corner.
- b. The *second copy of the form* should be sent as a loose copy in an envelope **securely** taped to the back of the display board.

Please note: Competition forms should be as complete and detailed as possible. This is especially important for information about marketing results.

Questions? Contact Kristen Webb at PIMA. 817.569.PIMA(7462 or Kristen@pima-assn.org

Category Descriptions

1. Mail Solicitation for Guaranteed-Issue Product

Any mail order solicitation designed as a stand-alone customer acquisition offer for a guaranteed issue product. Submission materials can include multiple efforts of the same or similar direct mail package, using the same distribution channel.

2. Mail Solicitation for Simplified-Issue Product

Any mail order solicitation designed as a stand-alone customer acquisition offer for a simplified-issue product. For this category, a “simplified-issue” product is intended to include products for which an application (typically including health questions or attestation) is required, but for which lab tests/paramedical exams are not typically required). Submission materials can include multiple efforts of the same or similar direct mail package, using the same distribution channel.

3. Mail Solicitation for Underwritten Product

Any mail order solicitation designed as a stand-alone customer acquisition offer for an underwritten product. Submission materials can include multiple efforts of the same or similar direct mail package, using the same distribution channel.

4. Multiple Effort Marketing Campaign

This category includes programs featuring a multi-step promotion, as opposed to just the same effort, same package, re-mailed. This multi-step effort also can be an integrated campaign that uses more than one marketing channel, including email marketing and non-transactional Web sites. If using a lead generator, the follow-up promotion must be included. Complete results information regarding conversion of leads to sales should be provided on entry forms.

5. Customer Cross-sell and Upgrade Marketing

Sales materials, including email marketing, designed for the purpose of upgrading, cross-selling additional product or promoting product enhancements to existing customers. Examples are billing inserts, bill messaging, take-ones, reply cards, email promotions, or other response devices.

6. Lead Generation Campaign

This category includes campaigns for which the entrant had responsibility only for the lead generation component of the campaign -- not for the sales conversion portion of the campaign. Entries in this category should submit detailed results information regarding generation of leads and sales conversion results to allow for judging of the effectiveness of the lead-generation campaign.

7. Conservation/Retention Campaign

This category includes any materials/campaigns designed to conserve existing customers, and may include newsletters, annual statements, telemarketing efforts, other efforts that utilize database information across different media and entries designed to gather information for subsequent cross-sell efforts.

8. E-Commerce Web sites

This category includes all Web-based insurance enrollment promotions (including search engine marketing campaigns) targeting new customer acquisition. (Non-transactional Web sites should be entered under category #4; cross-sell and up-sell campaigns should be entered in category # 5.)

9. Self Promotion – Agency Members

Includes entries designed as continuity communications that promote their organization or company. The materials are meant to be relationship-building, value-added in nature or informational. Examples are newsletters, Web sites, brochures, space advertisements, television, videos, promotional packages, etc.

10. Self Promotion – Company Members/Business Partners

Includes entries designed as continuity communications that promote their organization or company. The materials are meant to be relationship-building, value-added in nature or informational. Examples are newsletters, Web sites, brochures, space advertisements, Television spots, videos, promotional packages, etc.

11. Other Media

Any advertisement that promotes a specific insurance product using other media, such as television, radio, video, CD-ROM, or audio. This category does not include Web site promotions. Results information provided should include sales/premium production information wherever possible.

PIMA Marketing Methods Competition

Entry Form – Fees

Circle Entry Category* (s): 1 2 3 4 5 6 7 8 9 10 11
 No. of entries per category ___ ___ ___ ___ ___ ___ ___ ___ ___ ___

*Please see Category descriptions; note that the judges may re-assign entries to more appropriate categories.

Fees: **3 or fewer** entries @\$160 ea. = \$_____ sub-total

Fees: **4 or more** entries @\$140 ea. = \$_____ sub-total

Please note that no refunds will be given for non-submitted entry boards. Payment must accompany this form.

Check enclosed (Payable to PIMA) MasterCard VISA American Express

Card Number: _____ Exp. Date ____/____

Authorized Signature _____ **TOTAL \$**_____

PIMA Member Firm

PIMA Member/Key Contact Name and Title

Telephone

E-mail

Contact Person (if different from above)

Phone (if different from above)

Entry form due April 15 (or the preceding Friday if a weekend)

Display Boards are due April 30 (or the preceding Friday if a weekend)

Please send this form and payment, by April 15, to:

**PIMA MMC
 230 E. Ohio St., Suite 400
 Chicago, IL 60611**

Or, for credit card payment ONLY email or FAX to Kristen@pima-assn.org or 312.644.8557

Need assistance or have questions? Contact Kristen Webb at PIMA

Phone: 817.569.PIMA (7462) or Kristen@pima-assn.org

PIMA Marketing Methods - Competition Form

| |
|---------------------------------|
| Firm's Name: _____ |
| Key Contact Name & Title: _____ |
| Email: _____ Telephone: _____ |

Circle Entry Category: 1 2 3 4 5 6 7 8 9 10 11

Name of Your Project:

Format:

Name of Underwriting
Insurance Company:

Name of Sponsor/Endorser:

Type(s) of Insurance Being Promoted:

Distribution Date(s):

Quantity(ies):

Target Market:

Program Objectives:

Marketing Overview:
(you may attach an additional page if needed)

Cost:

Results:
(note: 50% of judges' scoring is based upon results so please be as specific as possible.)

Marketing Support:
Project Developed By:
Project Team Members:

Please ship two forms per entry/board, with Display Boards, by April 30th to:
PIMA MMC, 230 E. Ohio St., Suite 400, Chicago, IL 60611 817.569.PIMA (7462)

Examples - Display Boards

