



## 2020 PIMA Insights Awards Competition Form

Company's Name: \_\_\_\_\_

Key Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Entry Category:     1     2     3     4     5     6

Name of Your Project:

Media Type/Format:

(e.g. Postcard, #10 window, website)

Underwriting Insurance Company:

Name of Sponsor/Endorser:

Type(s) of Insurance Promoted:

Target Market:

Program Objectives:

**Marketing Strategy:**

**Marketing Support:**

**Project Developed By:**

**Project Team Members:**

**Sales Results\*:**

**Marketing Results\*:**

**\*IMPORTANT NOTE:** 50% of scoring is based upon results. **Providing more detailed sales results improves the chance of receiving a higher score. It is important to include** distribution date(s); quantity(ies); # of sales; AAP; total premium generated; and marketing expenses. **See sample on the [Insights Awards page](#) of the PIMA website.** Use a separate sheet if preferred—only the first page of the competition form will be displayed at the PIMA Consumer Insights Conference.