



## 2021 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.