



2019 PIMA Insights Awards - SAMPLE COMPETITION FORM -

Company's Name: ABC Insurance Agency

Key Contact Name: Sample A. Sample

Title: Marketing Manager Telephone: (555) 555-5555

Email: sample.sample@yahoo.com

Entry Category: 1 2 3 4 5 6

Name of Your Project: "Travel" Offer
Media Type/Format: #10 Window Envelope Direct Mail kit
(e.g. Postcard, #10 window, website)
Underwriting Insurance Company: XYZ Life Insurance Company
Name of Sponsor/Endorser: American Sample Association/Credit Union/Employee
Type(s) of Insurance Promoted: Accidental Death & Dismemberment
Target Market: Eligible Sample prospects not currently insured.
Program Objectives: To promote AD&D at a TAP/MC ratio under \$X.XX.
Marketing Strategy: Three wave direct mail campaign using a #10 window format. Each wave mailed @ 2 week intervals. Creative concept/copy platform to emphasize "Travel" related benefits to appeal to frequent travelers. The direct mail enrollment form was streamlined to ease completion and an inbound toll free number was included as another channel for enrollment.
Marketing Support: This campaign was also supported by 6 concurrent print ads appearing weekly in the organization's newsletter referring to mailing as well as an inbound toll free number to call to enroll.
Project Developed By: Sample Creative Agency
Project Team Members: Mark Sample, VP, Marketing, XYZ Insurance Company
Joe Sample, Director, Direct Response, XYZ Distributor
Sales Results*:

Sales Results*:

***IMPORTANT:** 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.



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- SAMPLE RESULTS FORM -

Product: XXX

Campaign Date: Jan 2010

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Mailings	\$99,000.00 ⁽¹⁾	\$99,000.00
Gross Response Rate	\$0.00	\$0.00
Gross Responses	\$481.00	\$481.00
Approved Applications	\$481.00	\$361.00
Underwriting Approval Rate	\$1.00	\$0.75
Paid Policies	\$361.00	\$330.00
Paid Rate	\$0.75	\$0.91
Average Annual Premium	\$191.88	\$191.88
Total Annual Premium	\$69,268.68	\$63,320.40
Total Creative Cost	\$7,287.00	\$7,287.00
Total Postage & Production	<u>\$31,680.00</u>	<u>\$31,680.00</u>
Total Marketing Cost	\$38,967.00	\$38,967.00
TAP/MC	\$1.78	\$1.62

emails	\$100,000.00	\$100,000.00
Opens	\$25,000.00	\$25,000.00
Open rates	\$0.25	\$0.25
Click throughs	\$2,500.00	\$2,500.00
Click through rates	\$0.10	\$0.10
Enrollments	\$100.00	\$100.00
Enrollment rate	\$0.04	\$0.04
Underwritten Policies	\$100.00	\$75.00
Underwriting rate	\$1.00	\$0.75
Paid Policies	\$95.00	\$72.00
Paid Rates	\$0.95	\$0.96
Average Annual Premium	\$191.88	\$191.88
Total Annual Premium	\$19,188.00	\$13,815.36
Total Creative Cost	\$7,287.00	\$7,287.00
email push	<u>\$2,000.00</u>	<u>\$2,000.00</u>
Total Marketing Cost	\$9,287.00	\$9,287.00
TAP/MC	\$2.07	\$1.49

(1) 3 waves of 33,000 each mailed in 2 week intervals.