



## 2021 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 -

Mailings	\$99,000.00 <sup>(1)</sup>	\$99,000.00	<b>Opens</b>	\$25,000.00	\$25,000.00
Gross Response Rate	0%	0%	Open rates	25%	25%
<b>Gross Responses</b>	\$481.00	\$481.00	<b>Click throughs</b>	\$2,500.00	\$2,500.00
<b>Approved Applications</b>	\$481.00	\$361.00	Click through rates	10%	10%
Underwriting Approval Rate	100%	75%	Enrollments	\$100.00	\$100.00
<b>Paid Policies</b>	\$361.00	\$330.00	<b>Enrollment rate</b>	4%	4%
Paid Rate	75%	91.41%	Underwritten Policies	\$100.00	\$75.00
Average Annual Premium	\$191.88	\$191.88	<b>Underwriting rate</b>	100%	75%
<b>Total Annual Premium</b>	\$69,268.68	\$63,320.40	Paid Policies	\$95.00	\$72.00
*Total Creative Cost	\$7,287.00	\$7,287.00	<b>Paid Rates</b>	95%	96%
Total Postage & Production	\$31,680.00	\$31,680.00	Average Annual Premium	\$191.88	\$191.88
<b>Total Marketing Cost</b>	<u>\$38,967.00</u>	<u>\$38,967.00</u>	<b>Total Annual Premium</b>	\$19,188.00	\$13,815.36
<b>TAP/MC</b>	\$1.78	\$1.62	Total Creative Cost	\$7,287.00	\$7,287.00
			email push	\$2,000.00	\$2,000.00
			<b>Total Marketing Cost</b>	<u>\$9,287.00</u>	<u>\$9,287.00</u>
			<b>TAP/MC</b>	\$2.07	\$1.49

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

*\*This includes internal and external creative costs. Omission of costs will be reflected in overall score.*