**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.