



For Immediate Release

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TMPAA Marketing Campaign Winners Announced



Wilmington, DE, May 13, 2013 - The TMPAA announced at their Mid Year Meeting in Baltimore that 20 entries were received for the third annual marketing campaign competition with three top agencies selected for an award of excellence. TMPAA's co-sponsor, the Insurance Marketing & Communications Association (IMCA) has sponsored its own marketing and communications "Showcase Awards" for 55 years. IMCA provided a panel of independent judges that reviewed all TMPAA member entries for both creative design and marketplace impact.

The winning member agencies were Venture Insurance Programs, K&B Underwriters and MiniCo Insurance Agency. Venture's entry was for its "Suite Life" campaign in support of its hospitality program. K&B Underwriters' entry featured its multi-media campaign in support of its "DigniCARE" senior living facilities program. And MiniCo's entry was the launch of its new "Family of Products" campaign featuring a branded icon supporting four of its specialty insurance programs. All three Award of Excellence winners supported their entries with impressive marketplace metrics that achieved desired upfront marketing objectives.

David Springer, TMPAA President, presented the winning award plaques. He commented, "The TMPAA was thrilled to continue the creative competition in partnership with IMCA. We hope to have even more entries in 2014." Additionally, Springer announced that two other member agencies were named runners up in this year's competition – GMI Insurance and Willis Programs.

About TMPAA

The Target Markets Program Administrators Association is an organization dedicated to the unique challenges of Program Specialists. TMPAA defines Program Business as insurance products targeted to a particular niche market or class, generally representing a book of similar risks placed with one carrier. Administration is done through Program Specialists who have developed an expertise in that market or class of business. TMPAA was founded in 2001.

About IMCA

The Insurance Marketing & Communications Association is an international organization of insurance communications professionals who specialize in marketing, marketing communications, advertising, sales promotion, and public relations. Membership includes some of the largest multi-line insurance companies and brokerage firms in the country, regional and specialty companies, general agencies, and prominent industry suppliers. IMCA hosts the oldest, annual creative competition in the insurance industry with its Showcase Awards Program.