



2020 LIMRA Creative Connections Award Nomination Preparation Guide

The LIMRA Creative Connections Award, established in 2017, recognizes and rewards marketing and creative excellence, innovation, and achievement. This award highlights best practices in financial services marketing.

Winners will be announced during a special awards ceremony at the [LIMRA Marketing Conference](#) on Thursday, May 28, 2020, at Caesars Palace, Las Vegas, NV. Finalists will be announced ahead of time and are encouraged to attend the awards ceremony.

Note – This form is to help you prepare to enter online.

DO NOT use this document to submit your entry!

All entries must be submitted via the web at www.limra.com/CCA



LIMRA CREATIVE CONNECTIONS AWARD ENTRY FORM

Contact Information:

Name: _____

Email: _____

Title: _____

Phone: _____

Company: _____

Company Size:

- ☐ 4,500 Corporate Employees or less
- ☐ 4,501 Corporate Employees or more

Contact Information for your CMO:

Name: _____

Phone: _____

Email: _____



Summary

Please provide a brief description/overview of your entry – about 75-100 words.

What are the key highlights of your entry? What would you want the emcee to say if your company won?

Target Market(s)

Who were your target markets for this campaign? What were your strategic and quantifiable/measurable goals?

Success Metrics

How did you establish goals for this campaign and measure success? What were the results?



Size of marketing team: _____

Was an agency used in the design/execution of this initiative? ☐ Yes ☐ No

In what ways does your compliance department contribute to the success of your efforts?

What is your greatest marketing challenge and how are you addressing it?

What new tactics or approaches will you focus on for the next year?



Marketing Channels Used:

To be eligible to win the LIMRA Creative Connections Award, the campaign must include multiple marketing channels.

Please indicate the marketing channels involved in this initiative:

- | | |
|---|---|
| <input type="checkbox"/> Print | <input type="checkbox"/> Video/Multimedia |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Website |
| <input type="checkbox"/> Billboard/Public Space Marketing | <input type="checkbox"/> Social Media Platforms |
| <input type="checkbox"/> Email | <input type="checkbox"/> Texting |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Chatbots |
| <input type="checkbox"/> PR | <input type="checkbox"/> Other (please list): _____ |

What made you decide to use the different marketing channels you employed in this campaign? How did they work together to achieve your intended goals?

Please provide a link for any publicly available content used in your campaign:

	URLs
Website	_____
Social Media	_____
Other	_____
Other	_____
Other	_____



The LIMRA Creative Connections Award judges will be rating your entry based on the measures defined below. Please explain, in 150 words or less (per section), how your entry demonstrates the following:

Creativity and Innovation

How is your approach unique in the industry?

Effective Use of Marketing Tools

How did the networks and tools leveraged for your campaign contribute and bring value? What did they bring that other sources couldn't?

Quality of Content

Describe your content strategy. How was your content developed? What research was involved? What were your specific goals?

Engagement with Audience

How did this campaign engage and connect with your audience?

Business Division Strategy/ROI

How does this campaign contribute to the success of broader marketing and business objectives? Explain the value/ROI this campaign provided to your company and what metrics did were used to get at that value?



Thank you for entering the LIMRA Creative Connections Award!

Your entry ID number is _____.

To complete your entry, please submit ONE PDF document to support your submission.

Email supporting document to CCA@limra.com

- 1 supporting document
- PDF only
- If submitting a video, please include link in a PDF
- Document smaller than 5MB

Name pdf files with entry ID from above

Example: 380.pdf

Entries will be reviewed by a panel of independent industry and non-industry market professionals. Winners will be announced during a special awards ceremony at the [LIMRA Marketing Conference](#) on Thursday, May 28, 2020, at Caesars Palace, Las Vegas, NV.

Finalists will be announced ahead of time and are encouraged to attend the awards ceremony.

Thank you for your submission and good luck!



RESEARCH

Additional use of your LIMRA Creative Connections Award entry/information

Please note that your entry may also be used for research purposes, as explained below.

Confidential use: Information included in the entry may be aggregated and compiled into reports available to LIMRA membership and may also be used in public forums such as conference presentations, press releases, social media, and articles in trade publications. No information from individual participating companies will be identified, nor will the data be shown in a fashion whereby individual companies can be identified either in the reporting or the public forums listed above.

Identifiable use: Winners and select other entries may be used in formats such as case studies and interviews where the company is made known to the readership. Use that identifies companies will be for the purpose of illustrating “best practices” and will be subject to permission from the company(ies) included.