



NEWS RELEASE

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Not-So-Typical Annual Report

DES MOINES, Iowa (July 15, 2016)—Just because it's called a "report" doesn't mean it has to be boring. The EMC Insurance Companies *2015 Corporate Review* was awarded Best of Show, the top honor from the Insurance Marketing and Communications Association (IMCA) in the Annual Report-Private category. In fact, one judge stated it was "... one of the best I've seen in the insurance industry ... AMAZING!"

Other judges' comments included:

"Not your typical annual report ..."

"... success illustrated through visual elements rather than boring tables and text ..."

"Communication can be a challenge in the insurance industry," says Lisa Hamilton, EMC vice president of corporate communications. "Getting our message across to our agents, policyholders and the general public means we have to get creative to make them want to read it."

The IMCA Awards, which was held in Baltimore, Md., recognizes outstanding and creative marketing and communications work in the insurance industry. Best of Show projects must exceed industry standards, receive a minimum score of 75 percent and be the top entry in the category. Award of Excellence projects must receive a minimum score of 60 percent and be the second or third place entry in the category. Out of 298 total entries in 2016, less than 10 percent received a Best of Show award.

EMC received two other awards at the 2016 IMCA Conference:

- *Writing Workers' Compensation With EMC* won an Award of Excellence in the Total Sales/Marketing/Branding Campaign Under \$25,000 category
- *Recruit and Retain Top-Notch Employees* won an Award of Excellence in the Employee Print Communications category

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,100 employees. The company was organized in 1911 to write workers' compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

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