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**NAC wins award for  
'Commitment to Excellence in Marketing'**

**Duncansville, PA July 2010** – North American Communications (NAC) was among the winners of the Marketing Method's Competition at the Professional Insurance Marketing Association (PIMA) Midyear Meeting July 15th through the 18<sup>th</sup> in Leesburg, Virginia. NAC was presented with the Bronze Award for 'Commitment to Excellence in Marketing' in the Marketing Methods Competition.

PIMA Marketing Methods awards are the most prestigious of their kind, given to the member's insurance direct marketing efforts that display outstanding marketing and creative strategy and deliver measurable results. The competition is designed to highlight outstanding achievements in marketing amongst PIMA members. Gold, Silver, and Bronze honors are given in addition to an Honorable Mention. The winning pieces are selected from a collection of different marketing materials submitted by companies all over the country.

The Marketing Team at NAC entered their submission to the 'Self Promotion- Company Members/Business Partners' category. The piece was a Personal URL (PURL) postcard. The mailer addressed each recipient with personalized data including name, company, and industry. The postcard-to-website piece was redeemable for a Starbucks Gift Card. Judging for the competition was distributed into three categories: Marketing Strategy (25%), Creative Execution (25%) and Results (50%). NAC experienced a 3% result rate. A clever strategy and creative execution helped the team nab the Bronze Award.

**About PIMA** - For more than 30 years, the Professional Insurance Marketing Association (PIMA) has provided the premier forum for leaders in the insurance direct marketing industry to craft strategic partnerships, develop business opportunities, and perfect their expertise. For more information, visit the PIMA Website at [www.pima-assn.org](http://www.pima-assn.org).

**About North American Communications** - Established in 1979, North American Communications is one of the nation's largest, bi-national direct mail providers in the industry. With two production facilities centrally located in the United States and Mexico, NAC has the capacity to provide clients with a wide range of products and services.