



Agenda Item 3.2(b)

December 4, 2013 Board Meeting

Highlights of Changes Made To CAFII Communications Strategy

To Reflect Board Feedback

On October 8, 2013, the CAFII Board approved the proposed 2014 communications strategy for the Regulators and Policy-Makers audience, but asked that refinements and adjustments be made to the strategies contemplated for the Media and the Public and Consumer Interest Groups audiences.

The Board's direction was considered and fleshed out by the Media & Advocacy Committee into a number of refinements to the "Media" and "Public and Consumer Interest Groups" audience sections; and these adjustments were reviewed with the Executive Operations Committee.

The following summarizes the high level changes made to the 2014 CAFII External Communications Strategy to reflect the Board's feedback:

- our approach to "Media" and the "Public and Consumer Interest Groups" will shift from "Reactive But Prepared" to "Prepared And Selectively Proactive";
- CAFII will embrace and become a proponent of Consumer Financial Literacy, which presents a win-win communications and advocacy opportunity with respect to all three key target audiences. Taking a supportive and engaged orientation towards Consumer Financial Literacy has been integrated throughout the Communications Strategy.

With respect to both the Media and the Public and Consumer Interest Groups, our focus will be on making a gradual transition to a "Prepared and Selectively Proactive" strategy, to begin earning credibility and *bona fides* with these key audiences; on developing air-tight Key Messages to fuel confidence in being selectively proactive; and on using third party research to buttress our messages.

Our rationale for taking a "Prepared and Selectively Proactive" stance is identical for both the Media and the Public and Consumer Interest Groups audiences:

-CAFII has not previously engaged with the media/public and consumer interest groups, and therefore has no earned credibility with this audience;

-If CAFII remains solely reactive and makes a first appearance in a defensive posture, that will create a long-lasting, negative impression

-A reactive-only approach is a high risk strategy

-Starting to engage proactively is the only way to build credibility with the media/public and consumer interest groups and enter the marketplace in the right way

With respect to Media,

- our Future Vision is “*CAFII is well-prepared to respond to media inquiries and to be selectively proactive, using strategic Key Messages and scenario-based Stock Answers, based on facts and research. CAFII takes advantage of media exposure opportunities where it ‘controls the pen’ and earns ‘go to’ credibility through selective proactive engagement.*”
- our Communications Tactics are set out on slide 12, key among them being
 - developing a series of short, folksy non-provocative articles on various aspects of the case for Creditor Insurance and Alternate Distribution, written as much as possible from a Consumer Financial Literacy lens. We will use this content for “pen control” media communication opportunities, a Media Kit, the website, and other applications; and*
- *investing regularly in independent consumer research on targeted insurance topics and leveraging it to provide content for a range of CAFII documents, including a program of feature-style Media Releases.*

With respect to the Public and Consumer Interest Groups,

- our Future Vision is “*CAFII is well-prepared to respond to public and consumer interest group inquiries and to be selectively proactive, using strategic Key Messages and scenario-based Stock Answers, based on facts and research. Having earned credibility with this audience, CAFII proactively engages on a selective basis. The Association and its members are seen as advocates for Consumer Financial Literacy.*”
- our Communications Tactics are as set out slide 13, key among them being
 - Leveraging independent consumer research on key CAFII issues (developed primarily for use with Regulators /Policy-Makers and Media) to provide content for responding to Public and Consumer Interest Group information requests*
 - Monitoring the agendas and activities of key Consumer Interest Groups for environmental scanning purposes:*
 - *i.e.. Consumers Council of Canada; Consumer’s Association of Canada; Public Interest Advocacy Centre, etc.*
 - *identify opportunities to provide value-added information (eg. “Creditors Insurance: Are Consumers Being Well Served?” report prepared by Consumers Council of Canada for Office of Consumer Affairs, Industry Canada, March 2009); and*
- *When and if appropriate, engaging proactively with the public and/or consumer interest groups around Consumer Financial Literacy or other targeted insurance topics.*