

2018 Digital Performance, Awareness and Video

| Action | Benefit | Investment |
|---|---|--|
| Quarterly Reporting | | |
| Quarterly reporting on website & digital key performance metrics, presented by conference call. | How many people are visiting; how long they stay; what they are looking at; and what your results are in terms of SEO | \$985 (x2) Per Report |
| Directory Building | | |
| Placement of CAFII business information on 100 Directories. | Search improvement, consumer trust, consumer awareness, access to CAFII. | \$985 One-time |
| Wikipedia Entry Creation | | |
| Creation and submission of a CAFII Wikipedia entry. | Search improvement, consumer trust, consumer awareness, access to CAFII. | \$1,800 One-time |
| Membership Badge Creation | | |
| Creation of membership badge and guidelines for member deployment. | Search improvement, consumer trust, consumer awareness, access to CAFII. | \$1,800 One-time |
| Website - Consumer Examples (16 Insurance products) | | |
| Creation of new format for consumer examples. | Product application awareness, real-life examples of insurance products. | \$2,400 One-time |
| Website - News & Research | | |
| Redesign of the News & Research section of the website. | Inclusion of research section and improvement to visuals of News posts. | \$1,200 One-time |
| Website - Home Page | | |
| Incorporation of an image and video slider on the home page. | Allow CAFII to feature research publications and video content on the home page. | \$1,200 One-time |
| Video Production | | |
| White board: Creation of 30 second whiteboard video. *English & French voice talent included. | Explain products, benefits and consumer application of creditor insurance products. | French & English - \$6,500 Est. both videos |
| Package Option | Efficiencies in Website Updates & Membership Badge Creation | \$16,665 \$14,780 |

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| Video Production (Optional) | | |
| Live Action & Animation: Creation of video introducing CAFII to consumers, for placement on the website and YouTube. *Actor talent investment not included. | Introduce CAFII and Creditor Insurance to consumer leveraging consumer facing positioning and slogan. | French & English - \$8,000 Est. both videos |