

CAFII - Media Plan

October 2024

Formally Approved by the CAFII Board of Directors at the October 8, 2024 Board Meeting

Overview: CAFII's mission and goal is to inform and educate the public and government stakeholders on behalf of its members. Additionally, CAFII aims to ensure proper standards for the distribution and marketing of all insurance products and services, working with legislative and regulatory groups to establish the framework. To date CAFII has chosen to limit its engagement with mainstream media.

Objective: CAFII aims to enhance public and regulators/policy makers understanding of the insurance products offered by its members, thereby reinforcing its role as a trusted resource. By addressing misinformation and educating the public and our regulators, we seek to build confidence in the insurance marketplace and support informed decision-making and flexible regulation that allows for innovation. Additionally, in meeting these objectives, CAFII looks to build brand awareness.

Approach: To expand our outreach while maintaining our cautious stance toward media engagement, we propose targeted strategies that will allow us to communicate effectively with consumers. These strategies will help CAFII position itself as a reliable source of information in the insurance industry, balancing the need for visibility with our risk-averse approach.

Submit contributed content and byline articles to consumer facing media

To enhance CAFII's visibility and establish it as a trusted source of expertise, we will submit high-quality contributed content and byline articles to relevant consumer-facing media outlets. This approach not only builds brand awareness beyond our membership but also positions CAFII as a thought leader, and trusted resource, in the sector.

Examples of Approaches:

1. Focus on research insights: We will develop articles that highlight key research findings, such as those from LIMRA, to provide data-driven insights that resonate with consumers.
2. Leverage industry expertise: Articles will draw on CAFII's deep industry knowledge to offer expert perspectives on trends, challenges, and opportunities within the insurance

marketplace.

3. Address consumer concerns: Content will focus on demystifying insurance products, addressing common misconceptions, and providing practical considerations for consumers.

Attached is our initial article focusing on LIMRA research findings. In priority order, we will be pitching this article to Financial Post, Toronto Star, and CBC.

Considerations

- While we aim to secure placement of the byline article, there is no guarantee that editors will accept it as is. We will pitch multiple editors to increase the chances of publication.
- Editors may suggest revisions, request a different emphasis, or ask for a re-write, but the core of the article will largely remain true to the original draft.
- If the article does not get picked up—whether due to timing or relevance to their audience—we recommend posting it as an insight piece on the CAFII website and promoting it through our social media channels.

Additional opportunities:

Increase Website Traffic and Strengthen the CAFII Brand: Boost visibility and engagement through more frequent blog or article publications on the CAFII website and promoting those articles on social channels.

Expand CAFII's Owned Content on Website and LinkedIn: Regularly publishing content on the CAFII website and promoting it on LinkedIn allows CAFII to maintain control over its messaging. Additionally, consistently updating content will enhance SEO performance, helping CAFII rank higher in search results for insurance-related topics.

Engage New and Existing Audiences: Content created and shared on the CAFII website and LinkedIn page typically reaches an audience already familiar with the organization. There are considerations for future strategies to broaden CAFII's reach to new audiences, including leveraging paid opportunities such as paid editorial placements that highlight CAFII insights in relevant industry publications, and boosting posts on social media channels to maximize visibility. This approach will drive more traffic to the CAFII website, fostering greater awareness and engagement with CAFII's mission. There are no paid promotions being considered for the remainder of 2024 and 2025 and no budget is being requested, but we will build a resource file to have on hand.

Process:

1. Topic Identification and Alignment:

- Begin by identifying a broad list of potential topics that are relevant to CAFII's members and their interests.
- These topics will be confirmed in collaboration with the Media Advocacy Committee and EOC, to ensure alignment with what matters most to members, as well as with the seasonality calendar of key industry events, trends, and concerns.
- The aim is to align content topics with the strategic priorities of CAFII and the needs of its members.

2. Topic Approval:

- Work with CAFII Media Advocacy Group on final list and approval
- Present the prioritized list of topics to the EOC for review and endorsement.
- During this stage, the EOC may provide input on refining the topics to better align with member needs or to fit into the overall communications strategy.
- Once approved, this list will serve as the foundation for content creation efforts.

3. Content Development:

- From the approved list, select the top 3 topics that are most timely and relevant.
- Develop these topics into fully drafted byline articles, attributed to Keith Martin, intended for media outreach.
- Each article should be crafted with a focus on securing publication in key media outlets, emphasizing angles that would appeal to editors and their readership.
- At least one CAFII member will be expected to send the letter to their legal counsel for review and feedback.
- Each article to be reviewed and approved by the Media Advocacy Committee.

4. Media Pitching:

- Pitch the byline articles to targeted media outlets.
- Track responses from editors, noting any feedback or requests for adjustments to the content.

5. Publication Strategy:

- If an article is accepted by a media outlet, collaborate with the editor to finalize and publish the piece.
- For articles not selected by editors, repurpose them by publishing them on the CAFII website as insight pieces. This ensures that the content is still utilized and contributes to CAFII's thought leadership and online presence.

6. Promotion and Amplification:

- Promote published articles, whether through media or the CAFII website, across all CAFII-owned channels, including LinkedIn and other social media platforms.

- Consider additional amplification strategies such as paid promotions, partnerships with influencers, or cross-promotion with other relevant organizations.

7. Ongoing Review and Adjustment:

- Regularly review the performance of published content, including metrics like engagement, reach, and SEO impact.
- Use insights from these reviews to refine future topic selection, content development, and promotional strategies, ensuring continuous alignment with CAFII's goals and member interests.

Draft list of topics

Below is a list of future topics for CAFII articles.

1. **"The Role of Credit Protection and Mortgage Insurance in Safeguarding Canadian Homeowners"**
Explore how credit protection, mortgage life, disability, and critical illness insurance collectively offer financial security during times of economic uncertainty or personal hardship, ensuring that homeowners can protect their families and homes.
2. **"Credit Protection and Personal Loan Insurance: Building Financial Resilience in Uncertain Times"**
Highlight the benefits of credit protection and personal loan insurance, particularly during job loss, disability, or untimely death, and how they help homeowners and borrowers stay financially stable.
3. **"Debunking Myths and Misconceptions About Credit Protection Insurance"**
Address common misconceptions surrounding credit protection insurance (CPI) while providing clear, factual information to help consumers make informed decisions about securing their financial future.
4. **"When Should You Consider Credit Protection Insurance? Key Life Stages and Financial Moments"**
Identify critical life stages—such as taking on a new mortgage, personal loan, or experiencing major life changes—where credit protection insurance becomes especially valuable.
5. **"Critical Illness, Disability, and Job Loss Insurance: Essential Safety Nets for Canadian Families"**
Discuss the importance of critical illness, disability, and job loss insurance in providing peace of mind and financial stability, covering medical bills, income loss, or temporary unemployment.
6. **"Choosing the Right Insurance: Mortgage Life Insurance vs. Traditional Life Insurance"**
Compare and contrast mortgage life insurance and traditional life insurance options to help homeowners decide which coverage best fits their family's needs and financial situation.

7. **"The Complete Guide to Filing Insurance Claims: Disability, Job Loss, and Critical Illness"**
Provide a step-by-step guide to successfully navigating the claims process for disability, job loss, and critical illness insurance, with tips on documentation and communication with insurers.
8. **"Why Life and Health Insurance Are Essential for Every Canadian Family"**
Explore the different types of life and health insurance, from term and whole life to supplementary health insurance, and explain how they can safeguard a family's financial future in times of need.
9. **"Maximizing Your Insurance Coverage: Tips for Home, Life, and Health Insurance"**
Offer strategies for homeowners and families to get the most out of their insurance policies, including understanding deductibles, choosing beneficiaries, and optimizing health insurance.
10. **"Preventing Common Home Insurance Claims and Understanding Deductibles"**
Offer practical considerations on avoiding common home insurance claims, such as those related to water damage or fire, and explain how deductibles impact coverage and cost.
11. **"The Importance of Travel Medical Insurance: Protecting Canadians Abroad"**
Discuss why travel medical insurance is essential for Canadians traveling outside the country, emphasizing the potential high costs of medical care abroad and how proper coverage can protect travelers from financial strain during emergencies.
12. **"Comprehensive Travel Insurance: What You Need to Know Before Your Next Trip"**
Explore the different types of travel insurance (trip cancellation, interruption, and medical coverage) and provide guidance on selecting the right policy to cover unforeseen events, such as medical emergencies, flight cancellations, or lost baggage.
13. **"Why Trip Cancellation and Interruption Insurance is a Must-Have for Today's Travelers"**
Explore the importance of trip cancellation and interruption insurance, particularly in the current travel landscape, where unexpected events like illness, flight delays, or global disruptions can lead to significant financial loss. Highlight how this type of insurance provides peace of mind and financial protection, ensuring that travelers are covered for non-refundable expenses if their plans are derailed.