

CAFII Media Engagement – Strategy & Considerations

Overview: To date CAFII has chosen to limit its engagement with mainstream media. However, their goal is to inform and educate the public and government stakeholders on behalf of their 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.

Objective: CAFII seeks to expand its role in educating the public about the range of insurance products offered by its members. This will provide a balance or counterpoint to some of the misinformation (or incomplete information) that can be found in the media.

Approach: To bring CAFII's message to more consumers and establish itself as a trusted resource, here are a few approaches and considerations.

| Tactic | Pros/Cons |
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| Media outreach and 1:1 background conversations with reporters – Introduce CAFII and Keith to reporters and influencers As a means to establish CAFII and Keith as a trusted resource for reporters and influencers. With a goal to ensure accurate insurance information reaches the target audience, ultimately solidifying CAFII as the source of truth on insurance. | <p>Pros: Increased visibility and raised profile establishing CAFII and Keith as thought leaders in the insurance industry. Engaging with reporters could ensure accurate information gets in front of the public and positions CAFII as a reliable source for insurance knowledge.</p> <p>Cons: Engaging with media will lead to increased interest in interviews that require time and resources. Even with careful messaging, there's a slight risk that interview requests could be misinterpreted as negativity or unwillingness to engage.</p> <p>Recommendation: Select 2-3 reporters to engage with proactively outside of trade publications.</p> <p>Suggestion: General Assignment reporters such as Ana Perreira at the Toronto Star, and Personal finance reporter at Financial Post Jason Heath.</p> |
| Submit contributed content and byline articles to consumer facing media | Pros: Contributed content will raise awareness of CAFII's mission and expertise. |

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| | <p>Publishing high-quality content in consumer facing media positions CAFII as a thought leader and trusted source of information. Contributed content, and CAFII owned media, means that CAFII owns the narrative without</p> <p>Cons: Creating effective content requires time and effort and without guarantee of publishing.</p> <p>Suggestion: Test with a byline focused around recent research. Pitch to Financial Post as an op-ed. If there is budget, we can pay to place the article as sponsored content. Also suggest working with MoneySense as an option.</p> |
| Increase owned content published on both CAFII website and on LinkedIn. | <p>Pros: By publishing content on website and LinkedIn, CAFII maintains control over messages it delivers.</p> <p>Cons: It can be challenging to reach entirely new audiences. Owned content is most often read by those that are already familiar with CAFII.</p> <p>Suggestion: If the goal is to build audience, suggest testing promoting content (possibly paid campaign).</p> |