

## 2018 Digital Performance, Awareness and Video

| Action  | Benefit   | Investment   |
|---|---|--|
| <b>Quarterly Reporting</b>  |   |  |
| Quarterly reporting on website & digital key performance metrics, presented by conference call.   | Insight into online visibility and consumer engagement.   | <b>\$985</b><br>Per Report                               |
| <b>Directory Building</b>   |   |  |
| Placement of CAFII business information on 100 Directories.   | Search improvement, consumer trust, consumer awareness, access to CAFII.  | <b>\$985</b><br>One-time                                 |
| <b>Wikipedia Entry Creation</b>   |   |  |
| Creation and submission of a CAFII Wikipedia entry.   | Search improvement, consumer trust, consumer awareness, access to CAFII.  | <b>\$1,800</b><br>One-time                               |
| <b>Membership Badge Creation</b>  |   |  |
| Creation of membership badge and guidelines for member deployment.  | Search improvement, consumer trust, consumer awareness, access to CAFII.  | <b>\$1,800</b><br>One-time                               |
| <b>Website - Consumer Examples (16 Insurance products)</b>  |   |  |
| Creation of new format for consumer examples.   | Product application awareness, real-life examples of insurance products.  | <b>\$2,400</b><br>One-time                               |
| <b>Website - News &amp; Research</b>  |   |  |
| Redesign of the News & Research section of the website.   | Inclusion of research section and improvement to visuals of News posts.   | <b>\$1,200</b><br>One-time                               |
| <b>Website - Home Page</b>  |   |  |
| Incorporation of an image and video slider on the home page.  | Allow CAFII to feature research publications and video content on the home page.  | <b>\$1,200</b><br>One-time                               |
| <b>Video Production</b>   |   |  |
| <b>White board:</b> Creation of 30 second whiteboard video.<br>*English & French voice talent included.   | Explain products, benefits and consumer application of creditor insurance products.   | French & English -<br><b>\$6,500</b><br>Est. both videos |
| <b>Live Action &amp; Animation:</b> Creation of video introducing CAFII to consumers, for placement on the website and YouTube.<br>*Actor talent investment not included. | Introduce CAFII and Creditor Insurance to consumer leveraging consumer facing positioning and slogan.                         | French & English -<br><b>\$8,000</b><br>Est. both videos |
| <b>Search Engine Marketing</b>  |   |  |
| Targeted marketing for "what is", "how do" and information related searches for creditor insurance products on Google & Bing search engines.                              | Search visibility, targeted messaging, consumer awareness, access to CAFII, ongoing management and optimization of campaigns. | <b>\$3,000</b><br>Quarterly                              |