



Agenda Item 7(c)(i)(b)

November 26, 2013 EOC Meeting

Highlights of Changes Made To CAFII Communications Strategy To Reflect Board Feedback

As per the direction received from the CAFII Board on October 8, 2013 – which was subsequently interpreted and advanced by the Media & Advocacy Committee, and reviewed with the Executive Operations Committee, into a number of key refinements to the “Media” and “Public and Consumer Interest Groups” audience sections – the following summarizes the high level changes made to the CAFII External Communications Strategy, 2014 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 proponent 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 messages.*

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 Rationale for taking a “Prepared and Selectively Proactive” stance is
 - CAFII has not previously engaged with media, and therefore has no earned credibility with this audience*
 - If CAFII remains solely reactive and makes first media appearance in a defensive posture, that will be a long-lasting, negative impression*
 - A reactive-only approach is the high risk strategy*
 - Starting to engage proactively is the only way to build credibility with media and enter the marketplace in the right way*
- our Communications Tactics are as 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; and dissemination of research findings to other audiences*

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 Rationale for taking a “Prepared and Selectively Proactive” stance is*
 - CAFII has not previously engaged with the public or consumer interest groups, and therefore has no earned credibility with this audience*
 - If CAFII remains solely reactive and has a defensive posture in first exposure with public and consumer groups, that will be a long-lasting , negative impression*
 - A reactive-only approach is the high risk strategy*
 - Starting to engage proactively is the only way to build credibility with the public and consumer interest groups and enter the marketplace in the right way*
- *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.*