

**Agenda Item 7(d)
July 20/21 EOC Meeting**

From: Brendan Wycks
Sent: July-12-21 2:22 PM
To: CAFII Board, EOC, and Other Committee Members
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Subject: Media Pickup of Press Release on Results of CAFII Research on Results of 2021 CAFII Research on CPI Consumers' Digitization Preferences/Expectations and Their Post-Pandemic Insurance/Financial Transaction Intentions

CAFII Board, EOC, and Other Committee Members:

I'm pleased to share with you the information below on the pickup/coverage that resulted from our Association's recent Media Release on the results of the *2021 CAFII Research on CPI Consumers' Digitization Preferences/Expectations and Their Post-Pandemic Insurance/Financial Transaction Intentions*.

Our CAFII news release and related info-graphics can be found here:
<https://www.cafii.com/pandemic-has-changed-the-way-canadians-conduct-financial-transactions-and-for-some-the-change-will-be-permanent/>

Links to all resulting trade press articles/broadcast interviews can be found here on the CAFII website:
<https://www.cafii.com/news/>

Separately/individually, our Release generated the following pickup/coverage:

Insurance Business Canada story:
<https://www.insurancebusinessmag.com/ca/news/breaking-news/how-has-covid-changed-how-credit-protection-insurance-customers-purchase-coverage-258283.aspx>

Mortgage Broker Canada story:
<https://www.mortgagebrokernews.ca/news/how-comfortable-are-canadians-with-conducting-financial-transactions-online-357300.aspx>

Onside Media story:
<https://www.theonside.com/finance/pandemic-has-changed-the-way-canadians-conduct-financial-transactions-and-for-some-the-change-will-be-permanent/>

Retail Banker International story:
<https://www.retailbankerinternational.com/news/covid-accelerates-canadian-digital/>

Retail Banker International interview—Douglas Blakey interviews Keith Martin:

<https://www.cafii.com/cafii-executive-discusses-new-study-with-retail-banker-international/>

Business of Blockchain interview – David Moorcroft interviews Keith Martin:

<https://www.mixcloud.com/BlockchainRadio/unknown-businessofblockchain-keithmartin-210625/>

Congratulations to Keith Martin and our media consultant David Moorcroft on their efforts which generated the above-noted media coverage – which also enhances our website content and drives search engine optimization benefits -- for CAFII and its Members!

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