



Investment and Financial Services Association

**strength** through advocacy

**Life Insurance awareness campaign  
March 2009**



## Background

- 2005 – Research identifying the ‘Protection Gap’ among families
- 2006 – Research focused on income protection and self employed
- 2006 – Research focused on terminology
- 2007 – IFSA’s Life Risk Headland Statement

### The Vision:

By 2020 Australians will have sufficient levels of life insurance cover (either through super or directly) to meet their personal liabilities and ensure financial security of their families in the event of death, sickness or accident.



## Creating an awareness campaign

- Encourage Australians to make a conscious and informed decision about their life insurance needs
  1. Cause marketing to build a support base beyond the industry
  2. Leverage relationships and develop partnerships to build awareness
  3. Develop a compelling brand that's meaningful to Australians
  4. Develop tools to help educate and inform Australians
  
- Working towards a May launch and building a platform for subsequent years



## Building support by talking to:

- The industry – Board Committee, Board, Life CEOs
- Advisers – Heads of FANs, FPA, AFA
- Super funds
- Regulators – ASIC
- Media – Ross Greenwood, Nicole Pedersen McKinnon, Paul Clitheroe
- Community Groups – Youth Insearch,
- Research Groups – CoreData, Rice Warner Actuaries etc

### Call to action for all:

Sign our Stakeholder Agreement & become a partner

We'll help you help us – co-branding, articles etc

ID a key person to co-ordinate activity internally



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## The brand

- Belief – everyone should make a conscious informed decision
- Character – straight talking wise friend
- Competence – makes choice about life insurance accessible



**Lifewise**  
Get wise on life insurance

Call to action for all:  
Leverage the brand and help build awareness



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## Educational tools

- Website
- Q&A
- Calculators
- Case studies/Testimonials/Media Grabs

Call to action for all:

Provide content and case studies

Consider how you can keep the momentum going – research etc



## Timeline

03/09

Tier 2 stakeholders  
Agreements signed  
Internal comms working  
Finalise website

04/09

All stakeholders identified  
Test website  
Plan launch event  
Plan subsequent PR activity

05/09

**Launch - 1<sup>st</sup> May**  
**Luncheon**  
**Media**  
**Research?**  
**Case studies**

06/09

Assess impact  
Track web traffic  
Feedback loop on brand usage.

07/09

Start planning for next year

Present plans for 2009>



## What does success look like?

- Measures of success include

  - Media articles outside the financial press

  - Hits on the campaign website/use of the calculator

  - Awareness of the brand

  - Stakeholder relations developed advocates for the issue

- Measures of value include

  - Extent to which members have leveraged their association with the campaign

  - Volume of calls and traffic to member companies.

  - Volume of new business to members companies





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## What can you do to help?

- Sign our Stakeholder Agreement & become a partner
- ID a key person to co-ordinate activity internally
- Leverage the brand and help build awareness

*Lifewise proudly supported by [your brand]*

*[Your brand] is a proud supporter of Lifewise*

- Provide content and case studies
- Consider how you can keep the momentum going – research etc
- Be there at the launch event in Sydney on the 1<sup>st</sup> May