



**INSURANCE
INFORMATION
INSTITUTE**

I.I.I. Strategy & Execution

Communications Committee Meeting
January 2018

Sean Kevelighan, Chief Executive Officer

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Executive Summary

As we build off a strong year of restructuring and growing new capabilities, 2018 will be focused on deepening those efforts and elevating I.I.I.'s voice across our key issues areas.

This presentation reviews I.I.I.'s activities over the past year and looks ahead to the strategy and goals driving our efforts in 2018:

- ▲ Mapping of our core issues provides a framework for guiding the organization's allocation of resources towards strategic initiatives.
- ▲ Additionally, research will continue to strengthen I.I.I.'s positioning as the go-to resource for data insights across the insurance industry.
- ▲ Communications efforts will focus on driving the industry's narrative and elevating the organization's profile across four key pillars of activity -- catastrophe resilience, economic growth, innovation, and talent recruitment.



I.I.I. Vision

Our Value Proposition

- ▲ Continue to be the trusted voice on insurance issues and positively promote industry news.
- ▲ Build upon our strong legacy to become the industry's leading think tank – the first stop for fact-based insurance research and educational resources grounded in economic and actuarial soundness.



I.I.I.'s Strategic Communications In 2017

Media Engagement & Outreach

- ▲ Facilitated 350 interviews related to hurricane season and California wildfires
- ▲ Secured national broadcast interviews for member companies on disaster preparedness

WSJ

n p r

FOX NEWS

The New York Times



Digital & Industry Collaboration

- ▲ Revamped the I.I.I. website and online webinars
- ▲ Collaborated with partner trade groups on impaired driving campaign
- ▲ Hosted Joint Industry Forum 2017



IHS

PCI



Research & Education: 2017 Countdown

250

Pages in the 2017 Fact Book

45

Presentations given

250

Requests fulfilled by Information Services

5

Webinars hosted

212

Posts published on I.I.I.'s blog

2

White papers published

67

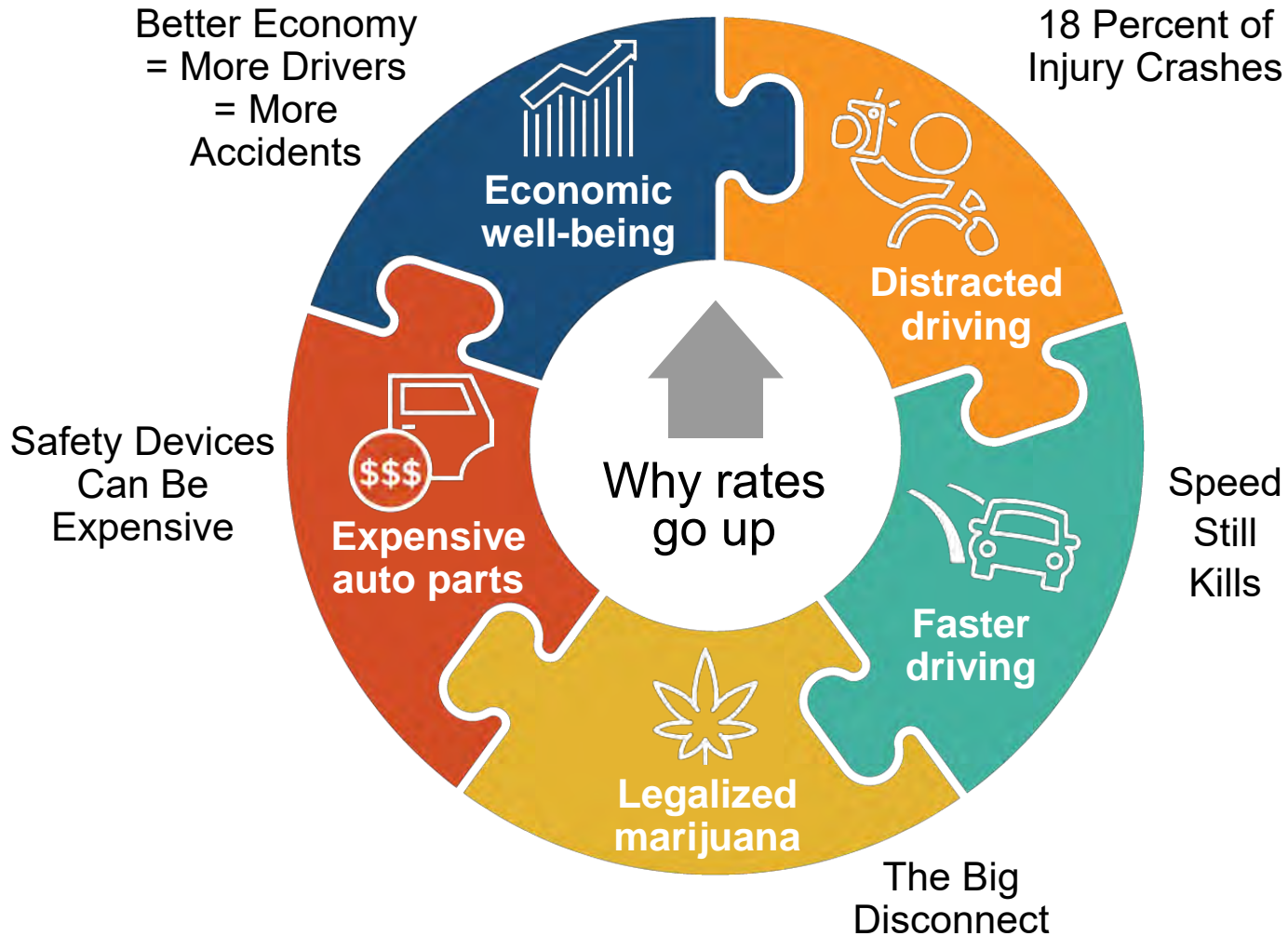
Interviews of Research & Education staff

1st

Edition of "Economic Snapshot" published



Auto Costs: A I.I.I. Campaign

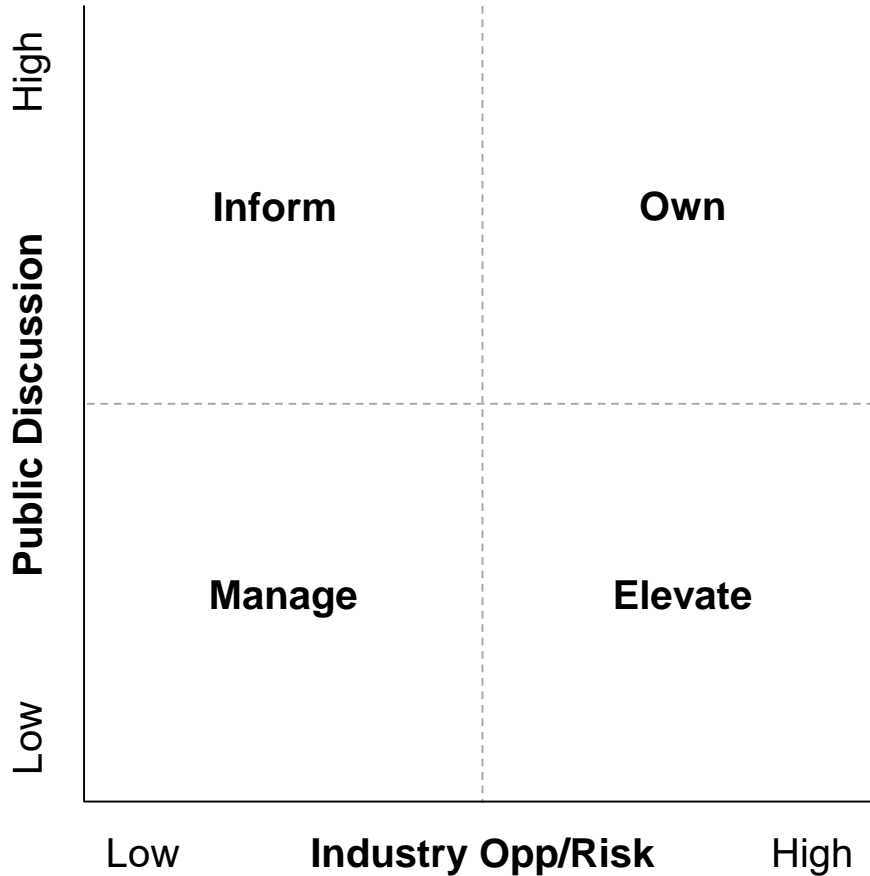


On The Road With Auto Messaging



Focusing Our Energy On Core I.I.I. Issues

Mapping Tactics



▲ Manage

- Monitor for shifts in issue salience and maintain digital ads

▲ Elevate

- Introduce creative ways to drive communications through events and thought leadership
- Proactively engage national, regional and trade media

▲ Inform

- Insert insurance narrative into broader business and consumer conversations
- Seek educational opportunities to provide industry insight

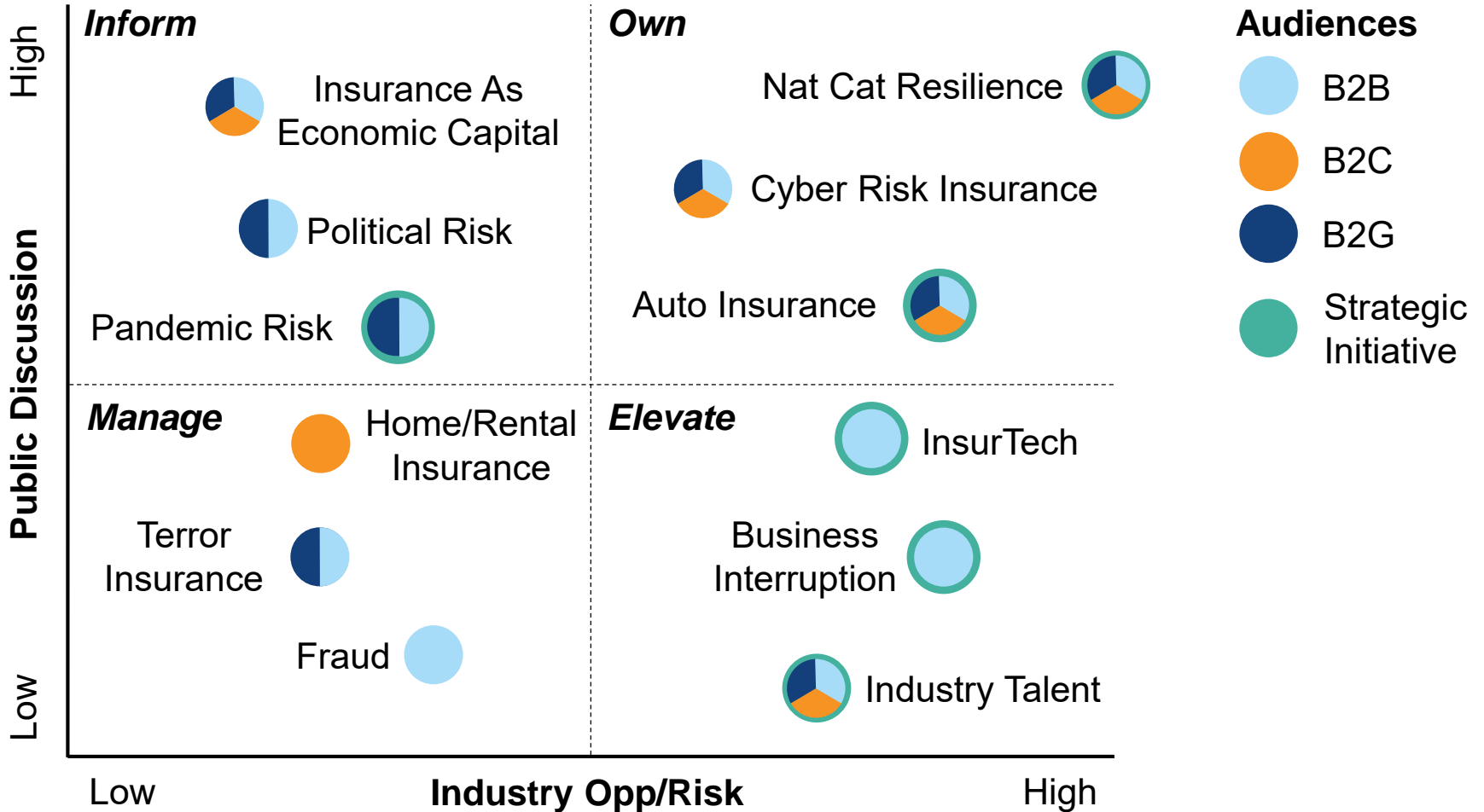
▲ Own

- Combine new research with innovative communications to drive core issues
- Pursue partnerships to foster dialogues beyond the insurance community



Our 2018 Focus

Mapping Where Our Issues Stand



Our Tactics

Elevating Issues With Communications And Research

Public Discussion	High	Inform <ul style="list-style-type: none">• Explainer content and timely commentary• Develop partnerships across sectors• Create new compelling data• High-level briefings	Own <ul style="list-style-type: none">• CEO communications• Proactive multi-channel communications• Rapid response capabilities• Research and event investments
	Low	Manage <ul style="list-style-type: none">• Opportunistic communications• Updated content and marketing material• Ongoing digital communications• Member-specific support	Elevate <ul style="list-style-type: none">• Creative communication campaigns• Develop partnerships within sector• Research should frame issue within larger context• High-level briefings
		Low	High

Industry Opp/Risk



Engaging Strategic Initiatives

Enhancing Brand Value + Staying Current

Defining Narrative On Top Issues

- ▲ Automobile Insurance (Automobile Academic Study)
- ▲ Customer Insights (JD Power Survey Series)
- ▲ P/C (Control Risks Supply Chain Report & Webinar)

Leading On Emerging Issues

- ▲ InsurTech Advancements (ITL InnovatorsEdge)
- ▲ I.I.I. eLearning Library (GRNN/LLTV)
- ▲ Pandemic Preparation (Atlantic Council Pandemic Resilience Content Development)

Dedicating resources to strategic initiatives will drive innovation and expand I.I.I.'s engagement in key issue areas.

If these short-term investments are successful, we will find permanent budget for them in 2019.



Maintaining Ten "Must Wins" Focus*

Marketing And Communications

- ▲ Be the trusted voice of the industry
- ▲ Deliver positive information about insurance

Research And Education

- ▲ Distribute objective, fact-based P/C insurance information
- ▲ Enhance economics function
- ▲ Create new revenue streams

Industry Engagement

- ▲ Maintain membership
- ▲ Create industry collaboration
- ▲ Expand membership

Finance And Operations

- ▲ Build operational excellence
- ▲ Re-gain financial sustainability

Current Status Across Key Performance Indicators:

- **Complete** – 32%
- **Ongoing** – 58%
- **Timing At Risk** – 10%

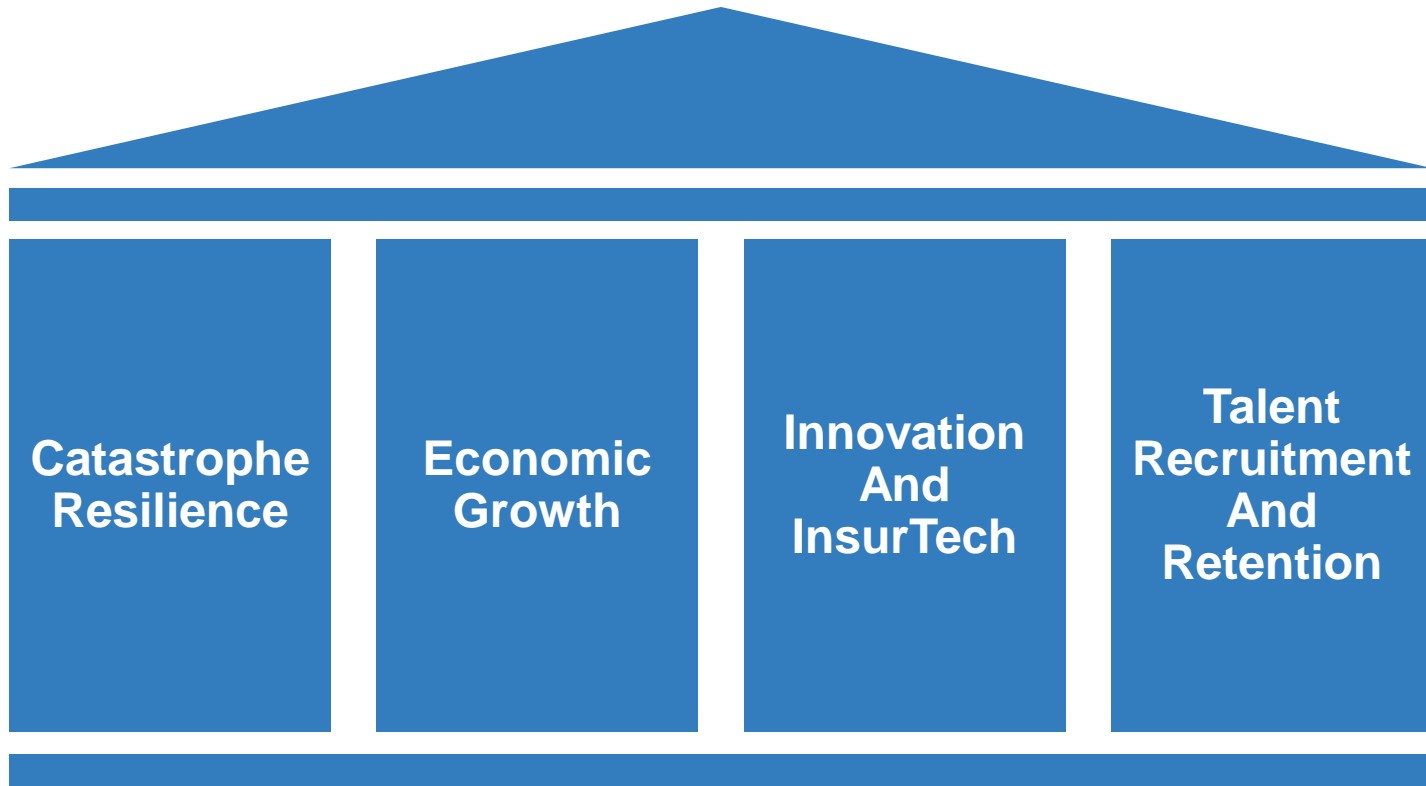


* Details of "Must Wins" progress contained in appendix.

2018 Strategic Communications Plan

I.I.I.'s 2018 Strategic Communications Pillars

Building Upon Our Foundational Issues



▲ Auto Cost Drivers

▲ Cybersecurity

▲ Industry Regulation

▲ Home Insurance

▲ Reinsurance

▲ Commercial



Pillar One: Catastrophe Resilience

Ongoing Priority

2018 Goals

- ▲ Create opportunities to address catastrophe resilience across NFIP reauthorization, technological advances in risk modeling, infrastructure investment, and rate-setting
- ▲ Increase public awareness of the vital role of insurance in risk assessment and mitigation, as well as response and recovery through strategic partnerships

Share Consumer Stories

- ▲ Partner with members and advocacy partners to find consumer stories on the positive impact of insurance

Create Multimedia Content

- ▲ Produce video testimonials and an I.I.I. co-hosted podcast to convey insurance as key to personal fulfillment and financial resilience

Engage With Media

- ▲ Secure national media partnership to highlight call-to-action, amplifying with I.I.I. data visualizations



Pillar Two: Economic Growth

Ongoing Priority

2018 Goal

- ▲ Inform consumers and policymakers about how insurance provides an economic safety net, establishes financial resilience, and contributes to the American economy

Promote Research

- ▲ Release new I.I.I. white paper on insurance as an economic driver, publish quarterly economic snapshot, and launch digital landing page for I.I.I. non-resident scholar network

Engage With Media

- ▲ Engage editorial boards in high-level briefings on commercial trends that reflect the industry's positive economic impact

Host Salon Dinner

- ▲ Partner with Brookings Institution to invite guests for a dinner, panel, and group discussion on white paper findings



Economic Innovation and InsurTech

Q2 2018 Priority

2018 Goals

- ▲ Promote technological advancement as imperative to modernize the insurance industry
- ▲ Enhance the customer experience and generate growth opportunities
- ▲ Position the I.I.I. and members as thought leaders for innovation

Host Industry Forum(s)

- ▲ Identify ways to make the Forum more interactive, and emphasize CEO perspectives on the future of insurance for media outreach

Sponsor Hackathon

- ▲ Partner with universities and insurance organizations to host a student hackathon and generate media for the event

Launch Task Force

- ▲ Launch I.I.I. innovation task force on innovation and InsurTech issues, and contribute content to the I.I.I. innovation "Knowledge Hub"



Pillar Four: Talent Recruitment And Retention

Q3 2018 Priority

2018 Goals

- ▲ Shift perceptions of employment in the insurance industry towards an exciting and innovative career path
- ▲ Generate media coverage to communicate the benefits of working in insurance

College Recruitment

- ▲ Plan and host events for college students to share compelling information on careers in the insurance industry, train ambassadors to teach students about coursework relevant to insurance, and engage regional press to increase likelihood of coverage

Millennial Audience Engagement

- ▲ Partner with a member company on a talent-related brand or HR research campaign, targeting a new generation of consumers and talent through targeted digital content



2018 I.I.I. PR Campaigns

GOALS

Increase Public Awareness to Address Multiple Audiences

Through reaching mainstream consumers and improving the public understanding of insurance – what it does and how it works – we can attract new talent, new customers and new Insurance Information Institute partners.

Communicate, Collaborate and Build

Continue to be the trusted voice of the industry, working with business leaders and member relationships on key initiatives while consistently developing areas for future growth. Through this process, ensure that I.I.I. communications campaigns are bringing value to its members.

Think Scalable and Be Resourceful

Execute big, creative public awareness campaigns that are realistic and truly actionable in the short term, but scalable for the longer term investment, once initial traction is gained.



INNOVATION

Objective: Position I.I.I. as a thought leader and driver of change in the industry through messages and events that demonstrate the embrace of technology and disruptors to modernize insurance, making it more accessible for consumers and more desirable for top young talent to harness their innovations.

Tactics:

- Hackathon
 - Partner with a school like University of Pennsylvania or organization like Plug and Play on a hackathon that follows JIF's "leading through disruption" theme
 - Generate media coverage based on news and assets coming out of the event
 - Pitch I.I.I./ partner spokesperson press tour with local media prior to event and national media following
- Timeline:
 - Secure Partners- Q2
 - Begin Planning- Q3
 - Execute Event/ Media Relations- Q4

Sample Media Targets: *Wired, BuzzFeed, mic, Vice Motherboard, ReCode, DigiDay, New York Times, USA Today, Washington Post*



ECONOMICS

Objective: Educate media and consumers on the growth opportunities and positive impact the insurance industry has on the American economy.

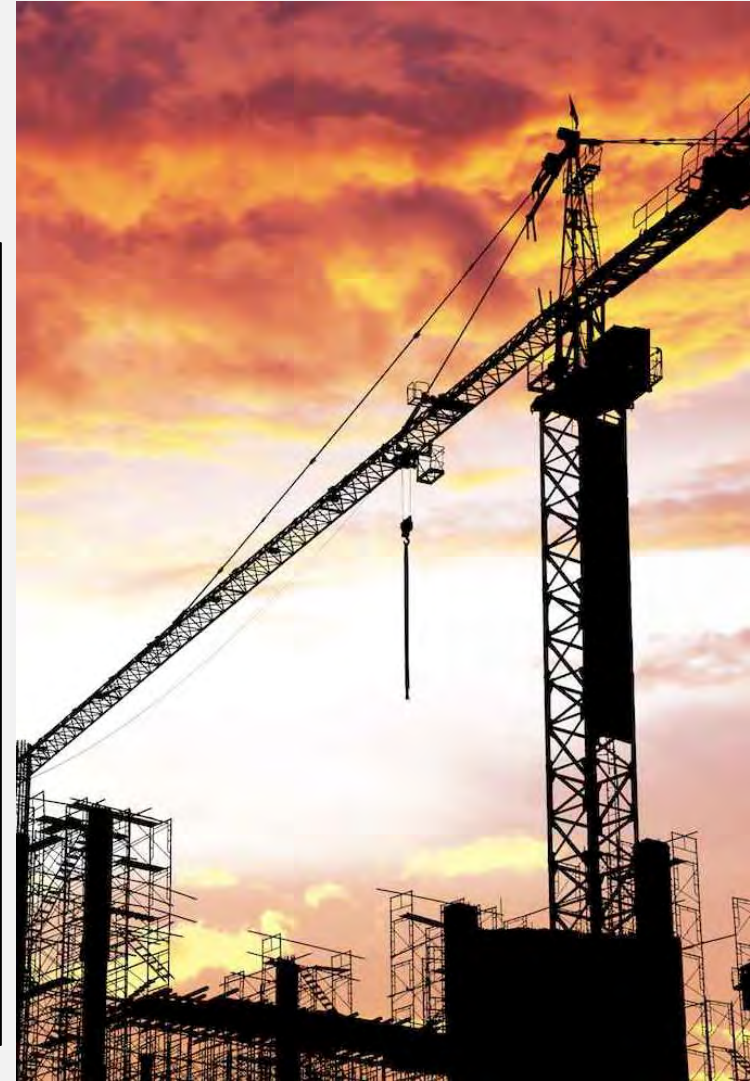
Tactics:

- White Paper
 - Create news event around release of a white paper on economics
 - Distribute press release with paper's key findings
 - Sean Kevelighan and Dr. Steve Weisbart Media Tour
 - Offer I.I.I. spokespeople as experts to speak on the insurance industry's economic impact and tout the many ways I.I.I. is leading this conversation to bring about positive awareness of the industry
- Salon Dinner
 - Position I.I.I. and participating members as thought leaders at a salon dinner in Washington D.C. that conveys the overall importance of the insurance industry to our economy and how insurance helps drive economic growth

Timeline:

- Secure Partners- Q1
- Begin Planning- Q1
- Execute Event/ Media Relations- Q2

Sample Media Targets: *Associated Press, New York Times, Fast Company, Fortune, Forbes, Wall Street Journal, Financial Times, Economist.com, NPR, CNBC, MSNBC, Fox Business*



RECRUITMENT

Objective: Captivate and recruit students on campus or at college-age festivals with compelling information on a wide range of careers in the insurance industry, generate national and regional coverage that communicates the benefits of working in the field

Tactics:

- College/Festival Event- Obstacle Course
 - In 4-5 markets, host on campus obstacle course events where students can learn the benefits of pursuing a career in insurance in a way that is fun and mediagenic
 - Train on site “insurance ambassadors” to teach students about the majors and courses on campus that could lead them to a career in the industry
 - Invite regional press to meet with I.I.I. and partner spokespeople

Timeline:

- Secure Partners- Q2
- Begin Planning- Q2
- Execute Event/ Media Relations- Q3

Sample Media Targets: *USA Today*, *HerCampus.com*, *NPR*, *The Atlantic*, *The Daily Beast*, *NBC “Today,”* *ABC “Nightline,”* regional newspapers and local TV crews



RESILIENCE

Objective: Deploy an ongoing strategy to cultivate opportunities to speak about community resilience in the context of multiple opportunities – from catastrophe response to economic stability.

Tactics:

- Crowdsource consumer stories of how risk has impacted their lives (ex. couple's wedding story, accident with a distracted driver, renter's apartment broken into) and how the resilience efforts of the insurance industry impacted the outcome
- Utilize those stories to create and produce high quality videos illustrating risks in a broad spectrum of situations and capture the mitigation response by the insurance industry in real time
 - Use videos as PSAs
 - Deploy across social media following major news events
 - Leverage for conversation starters with press
 - Partner with media to create documentary style films on specific, newsworthy resilience efforts

Sample Media Targets: Mic.com, Recode, Vice.com, Adweek.com, TechCrunch, HuffingtonPost.com



PROACTIVE CONSUMER OUTREACH

Objective: Keep an eye on “insuring pop culture” news hooks where the agency can insert I.I.I. spokespeople and key messages in consumer-friendly outlets that wouldn’t normally cover the industry

Tactics:

- Create a pitch calendar that aligns with priority pillars and work with member companies to identify key spokespeople and secure stories that map back to priorities
 - Example- Careers columns on “cool jobs” in insurance, tech news pieces on innovations speeding up response times following a catastrophe, Op Ed in response to the new NFIP legislation, etc.
- Capitalize on the release of films like *Oceans 8* to lead conversation about the insurance behind film stunts and hypothetical plot points like jewel theft
- Timed to popular music events like Lollapalooza, Coachella, Panorama, offer experts to discuss all that goes in to ensuring that the festivals are insured against all that could go wrong. Or in the case of the Fyre Festival in 2017, EVERYTHING going wrong.

Sample Media Targets: People.com, BuzzFeed, Yahoo.com, E! News



PAID ACTIVATIONS AND INTEGRATIONS

Objective: Use the paid space as an avenue to create consumer awareness and increase public understanding of insurance – what it does, how it works, and why you need it –through highly engaged, broad-reaching media. Encourage viewers not previously predisposed to purchasing insurance to consider obtaining it through compelling, controlled messaging from a trusted and engaging source.

Tactics:

- Talk/Entertainment
 - 3-5 min segment with insurance spokesperson discussing a certain topic including ~20 seconds messaging on featured product.
 - Examples: Jimmy Kimmel Live, Dr. Phil, Access Hollywood Live
- Reality Series
 - Product messaging is seamlessly incorporated into either one episode of a show, or throughout an entire season on a show
 - Examples: Property Brothers, Say Yes to the Dress, Million Dollar Listing
- Digital
 - Product messaging is seamlessly incorporated into original video or editorial content
 - Examples: Vox, Gimlet Media, BuzzFeed





2018 III Communications Committee Meeting



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ABOUT WHOLECROWD

Wholecrowd is a full service Digital Presence Management company that utilizes a proprietary platform, the Influence Engine, to increase engagements and enhance the brand's message.

Our approach is different with every client, but our goal is the same. Enhance your brand by creating a cohesive message and delivering it to the right audience.

What is our approach?

DIGITAL PRESENCE

MANAGEMENT

What is your digital presence?

- Any digital platform your brand uses to deliver a message

A well managed digital presence understands

- Every platform has a unique audience
- Your message needs to be consistent
- The way we consume content is different
- The importance of growing relationships through your engagements
- Influencers are real and important to success
- Your offline strategy needs to be integrated with your online strategy
- When you have a cohesive marketing strategy where social, email, website, ads, PR, traditional and offline are connected...you will deliver a more efficient and effective message

I.I.I

ENGAGEMENT

Conduct a full digital presence audit

- What is the current state of I.I.I. digital?
- Is the message being delivered on the right platforms?
- Are all platforms needed?
- Present analysis and recommendations to I.I.I. team.

Work with I.I.I. and Coburn on PR strategy

- Provide social support on proactive and integrated PR campaign.
- Communicate and brainstorm regularly with PR team.

Develop a Hurricane Preparedness Strategy

- What are the goals?
- Analyze past efforts.
- Develop cohesive strategy.
- Analyze for future initiative campaigns.



DIGITAL PRESENCE STRATEGY

Analyze past I.I.I. analytics to better understand:

- Who is visiting the I.I.I. website?
- What content are they consuming?
- How are visitors getting to the website?
- What messages have performed well on social media?
- What messages have not performed well?

Define I.I.I. goals with Hurricane preparedness

Build target audiences and influencers to engage with

Develop multiple messages to test for optimal performance

Design I.I.I. branded content to increase engagements

Outline weekly and monthly messaging calendars to ensure a consistent and cohesive message across all digital platforms

MESSAGE EXAMPLES



Insurance Information Institute

Published by Audrey Yurinich [?] · September 18, 2017

Like Page

Check the link in comments to see what you need to know about #floodinsurance:



7,667 people reached

Boost Post



Insurance Information Institute was live.

Published by Lynne McChristian [?] · September 13, 2017

Follow

Welcome! We're here to answer your questions to speed the recovery from Hurricane Harvey and Hurricane Irma. Thank you for trusting the Insurance Information Institute as your resource.



Get More Likes, Comments and Shares
Boost this post for \$43 to reach up to 6,600 people.

11,106 people reached

Boost Post

40

14 Comments 13 Shares

Like Comment Share



MESSAGE

EXAMPLES



I.I.I. website @iioorg · 30 Aug 2017

Do you know the key differences between homeowners & flood insurance? Click here to learn more! #hurricaneharvey2017 bit.ly/2x6ndJc



2 11 12



I.I.I. website @iioorg · 27 Aug 2017

Here are 6 tips on how to file an #insuranceclaim: bit.ly/2vr7XTx #HurricaneHarvey #hurricaneharvey2017 #TexasStrong



47 28



I.I.I. website @iioorg · 1 Dec 2017

The 2017 #hurricane season, which ended 11/30, was the costliest on record. Here is a look back at #hurricanesseason '17 by the numbers: bloom.bg/2BEnzX9 via @WeatherSullivan & @business



17 17

MEASURING RESULTS: TWITTER



Impressions

▲ **70%**



Link Clicks

▲ **95%**



Retweets

▲ **103%**



Likes

▲ **146%**



Replies

▲ **20%**

MEASURING RESULTS:

FACEBOOK



Post Likes
▲ **64%**



Shares
▲ **21%**



Comments
▲ **302%**

A LOOK AHEAD

What we learned in 6 months

- I.I.I. and its member companies have good content and compelling stories to tell
- Developing a cohesive and consistent messaging calendar works
- Getting ahead and being prepared helps I.I.I. deliver relevant content
- Difficult issues can be explained with simple strategies

Heading into 2018

- Identify core I.I.I. initiatives and begin building strategies now
- Use the I.I.I. digital presence to echo member companies message
- Continue to identify and build relationship with insurance influencers
- Incorporate more email marketing into the message calendar
- Grow the digital presence and make I.I.I. a household name



QUESTIONS ?

Please do not hesitate to contact us:

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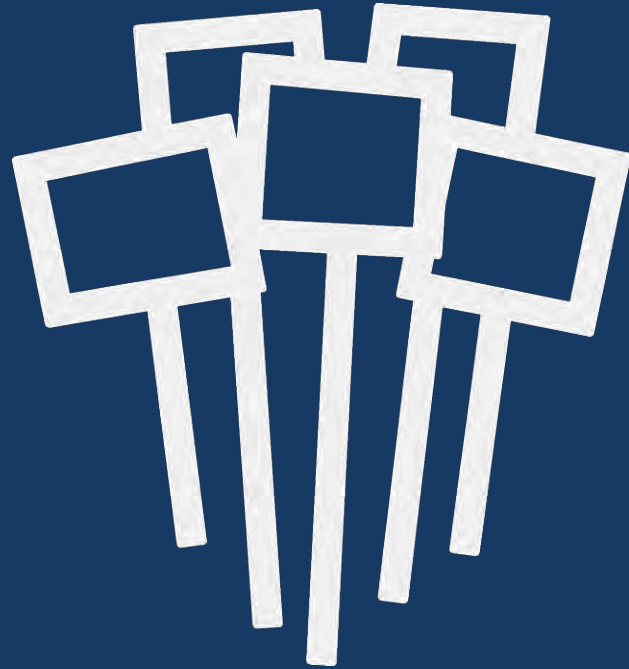
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THANK YOU!