

2021 Marketing Brief

An Overview of Proposed Marketing Activities in 2021

Summary

In 2020, Marketing undertook the following significant tactics to support OMIA's Strategic Plan:

- facilitation of two education sessions to present and review the consumer research project, completed by PMG Intelligence in late 2019
- launch of the video project "The Mutual Difference" to the membership and social media
- public website refresh with a focus on "what is a mutual?" and "where can I find a mutual?" (www.ontariomutuals.ca)
- 12-week digital media campaign that promoted awareness of the mutual difference via video clips (facilitated by Skylight Productions)
 - Ongoing organic traffic monitoring for one full year

OMIA Strategic Plan

OMIA Management undertook an overview of the strategic plan in order to streamline various elements and eliminate duplication of tactics. Although all departments work together to support projects across the plan, the following strategic objectives have the greatest input from the marketing department:

Establish the Ontario Mutuals as a Property Casualty Leader in the Agricultural Sector

- Continue to build optimum sponsorships in agriculture.
- Provide leadership and mutual access to tradeshow, exhibitions and events.

Establish Relationships with Key Industry, Association and Interest Groups

- Participate with key industry associations and interest groups

Provide Proactive, Timely and Wide-Ranging Marketing Tools, Knowledge and Support for Products and Services

- Integrate market research project into marketing planning through education.
- Create and assist members with marketing initiatives.
- Engage marketing expertise to assist members with market research, customer segmentation and emerging trends.
- Develop promotional material to support OMIA initiatives (new coverage launch, educational support).

OMIA Marketing

We can generally divide our department's responsibilities into three categories:

1. Promote Mutuality Internally	OM News & Events booklet Convention/P&M Support Video Projects Members Site/Social Media
2. Promote Ontario Mutuals Externally	Trade Ads Video Projects Website/Social Media Farm/Tradeshows Sponsorship Relationships
3. Provide Member Project Support	Ads Brochures Banners, Signs etc. Show-in-a-Box Insurance Product Launch Support

2021 Digital Campaign

The 2020 campaign, facilitated by Skylight Productions, was a success with an average view rate of 36% (typical view rate is 8-10%). This is an important measurement for an awareness style campaign, and a great marker for us as we move forward in this digital space.

Google Video Ads	361K Impressions	122K Views	34% View Rate	637 Clicks
Facebook Ads	471K Impressions	181K Views	38% View Rate	6,915 Clicks

In 2021, we plan to facilitate another digital media campaign centred around Brand Awareness. We will use testimonial style videos and short, FAQ style videos, and the campaign will be split throughout the year. The testimonial pieces have already been filmed and Skylight Productions will create the FAQ videos.

The 2021 video pieces will also be made available to member companies to support the promotion of mutuality at the local level.

Priority Exhibitions

The current roster of shows will remain in place, with adjustments made due to changes and restrictions around COVID-19.

The London Farm Show – Virtual in 2021

We have secured exclusive **Presenting Sponsorship** of the *London Farm Show Connect*. The Ontario Mutuels branding will appear on all marketing materials leading up to, and during, the show. This supports our momentum towards increased brand exposure and awareness.

The Ottawa Valley Farm Show – *Cancelled in 2021*

We had changed our sponsorship presence at the Ottawa Valley Farm Show in order to increase brand exposure and decrease the demand on our staffing resources, but due to COVID-19, we have yet to implement that change. We look forward to seeing what 2022 brings.

The Outdoor Farm Show – TBD

This show was virtual in 2020 and Ontario Mutuels provided sponsorship through a web-based exhibitor booth. We will watch for updates to this year's event.

The IPM – TBD

Ontario Mutuels will remain Presenting Partner of the IPM and the Ontario Queen of the Furrow Competition, however, the 2021 match is set to operate slightly differently, over a shorter period of time (four days) and at a later date (October 13 – 16). The Lindsay Fairgrounds will provide new opportunities because of its existing buildings and structures. **The 2020 show was cancelled due to COVID-19 and, again, we will wait to see what 2021 brings.**

IBAO Convention – TBD

The IBAO Convention was virtual in 2020 and Ontario Mutuels provided sponsorship through a web-based exhibitor booth. We will watch for updates to this year's event.

Sponsorships

Our current sponsorship relationships remain in place, with one increase to the budget in 2021:

The Umbrella Project

Last year, we funded the Umbrella Project's first youth recognition and awards program. This allowed us to take a broader position of support while allowing mutuels to fund the program locally if desired. Currently, the mutuels have funded the program in over 50 schools, with more to come.

The scholarship awards were created to recognize and celebrate students and educators who have chosen well-being, and who have actively strengthened their resilience and positive coping

skills by overcoming challenges. These were successfully presented during a virtual awards ceremony in mid-2020.

The plan for 2021 is to make a bigger impact by increasing the awareness and significance of the awards and celebrating the recipients as meaningfully as possible.

The Umbrella Project would like to place additional funding behind *The Umbrella Project Awards* in order to properly promote them to school communities, vet the applications, and celebrate the recipients (via video projects or similar). The 2021 proposal for Title Sponsorship of *The Umbrella Project Awards* is \$20,000. This is an increase of \$15,000 over 2020.

After some internal discussion, and overall budget approval from the OMIA Board, we have confirmed our support of this program for 2021. This will maintain momentum towards a well-rounded sponsorship roster with an increased focus on the growing needs of a younger population in the realm of mental health and well-being.

We look forward to seeing the new program take shape.

A Note on Market Research

Our recent consumer research project was conducted by PMG Intelligence and completed in early 2020. The results were shared with member companies via three live-online education sessions, and attendee feedback was largely positive.

There are no immediate plans for a new research project; however, as the impacts of COVID-19 continue to reveal themselves, we will remain open to the possibility of a project in 2022.

In Summary

Our current and ongoing activities will remain in place and, combined with the new and updated initiatives described above, we will continue to:

- provide timely marketing material to member companies;
- maintain a strong presence at significant events and shows;
- maintain key sponsorship relationships, especially in the Agricultural sector;
- provide opportunities for mutual participation at various sponsored events;
- improve the Ontario Mutuals online presence;
- determine modern consumer behaviours and communicate our findings to the membership; and
- produce updated, shareable content to promote mutuality across multiple platforms.