

June 2015

Home, Auto and Travel Insurance - Canada

“The challenge for home, auto and travel insurers is multi-faceted, with bottom-line results relying on factors such as attracting new customers. Making insurance easier to purchase by simplifying insurance language and providing consumers with easy step-by-step procedures online, along with allowing consumers to choose what coverage suits their needs, will ...

May 2015

Brand Perceptions of Canadian Financial Service Institutions - Canada

“Although there is a common perception that all banks are the same, a more in-depth look beneath the surface reveals distinct brand characteristics with some major players succeeding in projecting a more innovative and friendly brand image.”

– **Sanjay Sharma, Senior Financial Services Analyst**

April 2015

Loyalty in Financial Services - Canada

“The preference of high income earners for unique/non-purchasable rewards is an opportunity for marketers to think out-of-the-box and come up with creative rewards which may not be materially extravagant, but appeal to the status conscious.”

– **Sanjay Sharma, Senior Financial Services Analyst**