

### May 2016

#### **Consumers and Financial Advice - Canada**

“The introduction of CRM2 and the rise of digital advice channels (including robo-advisory services) are two major forces that are likely to have a significant impact on the financial advisory industry in Canada in the coming years.”

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

### April 2016

#### **Marketing Financial Services to Women - Canada**

“Positive messaging centred on life events is more likely to resonate with women and encourage them to be proactive about investing and retirement planning.”