



# IAA

# Branding Project

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## How did we get here?

- ✓ Brand Task Force report approved by Council
- ✓ Brand & Communications Sub-com established
- ✓ Changes to SO #6 approved by Council
- ✓ Brand workplan approved by EC
- ✓ Publications Policy approved by Council
- ❑ Developed a brand message for the profession
- ❑ Consultation with FMAs through 2016
- Proposals now being presented to Council



# What has changed since St Petersburg?

- ✓ Robust discussions in St Petersburg.
- ✓ Further feedback from FMAs.
- ✓ FMA input to the strategic planning meeting.
- ✓ Substantial rewording of the brand message for the profession based on feedback.
- ✓ Reduced the scope of the planned actions to focus on a branding toolkit for the voluntary use of smaller FMAs.



## What are we NOT proposing?

- X To build a brand for the profession competing with FMA brands
- X To impose any brand message on FMAs
- X To have a large marketing budget to build the brand or website for the profession



Council (after Cape Town meeting)  
will be asked to:

1. Approve the IAA Brand Policy.
2. Approve the Actuarial Profession Brand Statement (only for use by the IAA).



# Actuarial Profession Brand Statement (for use by the IAA)

- Actuaries apply unique skills and a professional approach to solving complex problems, advising on future risks, opportunities and options across diverse fields and industries.
- To enable the future financial wellbeing of people, organizations, economies and society.



# Actuarial Profession Brand Attributes

- Integrity
- Expertise in solving complex problems
- Professional and collaborative approach
- Positive impact on society



## Incorporating the profession's brand message into IAA activities:

- Supranational engagement
- Publications
- Committees, Sections, Working Groups
- Supporting smaller FMAs developing their own marketing & communications
- Support smaller FMAs developing into new geographies and new fields





# Branding toolkit for smaller FMAs

- ③ Marketing & communications template for free use of FMAs to customize as they require
  
- ③ Content that can be used includes:
  - Typical roles of an actuary, fast facts, history of the actuarial profession, international footprint, skills required to be an actuary, value proposition, industry and work coverage, brand message statement, etc.



Discussion?

Thank you