



Marketing Committee 2016

Seattle, WA

Committee Members

- Chris Brandl
- Guy Bargnes
- Janet Chaney
- Jordan Hendler
- Fred Iantoro
- Krista McNamara
- Lisa Siembab
- Mike Willins
- Roger Wright*



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Marketing Committee 2016 Project / Direction

- Objective: Develop a plan to encourage representatives from the Top 10 Collision Insurance Carriers to attend CIC Meetings on a regular basis..
 - ◆ Use data derived from survey results to recommend topics interesting to this segment.



Insurance Attendance & Participation

- Top Ten Insurer Attendance
- Impact of Meeting Location
- Value Proposition
- Insurer Industry Events –
Communication and CIC Participation



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Research Findings

Aggregated Data from 2015 CIC

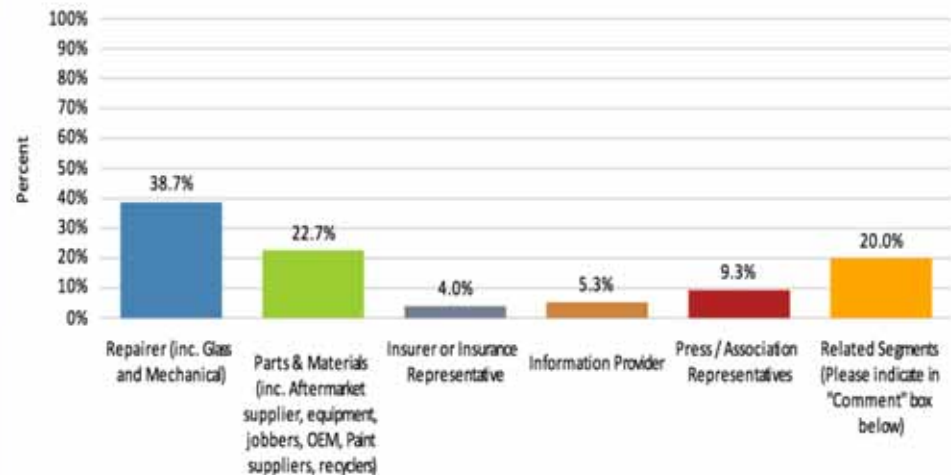
Segments Represented

- 39% Repairers - up 7%
- 22% Suppliers - same
- 20% Related Segments - up 1%
- 4% Insurance rep – down 4%
- 9% Press - up 2%
- 5% Information providers up 1%

Positions Represented –

- 37% Owner or CEO
- 20% Sales and Marketing
- 1% Operations or production
- .03% Human Resources

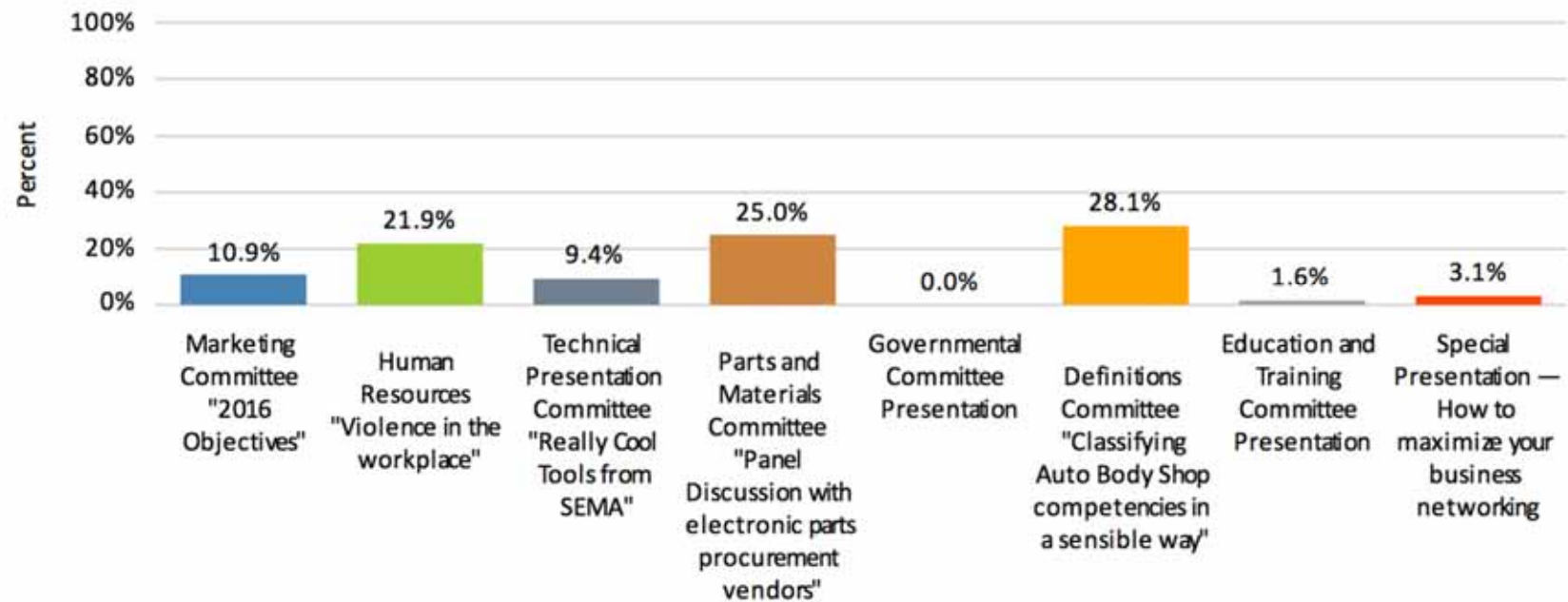
1. What industry segment best describes you?



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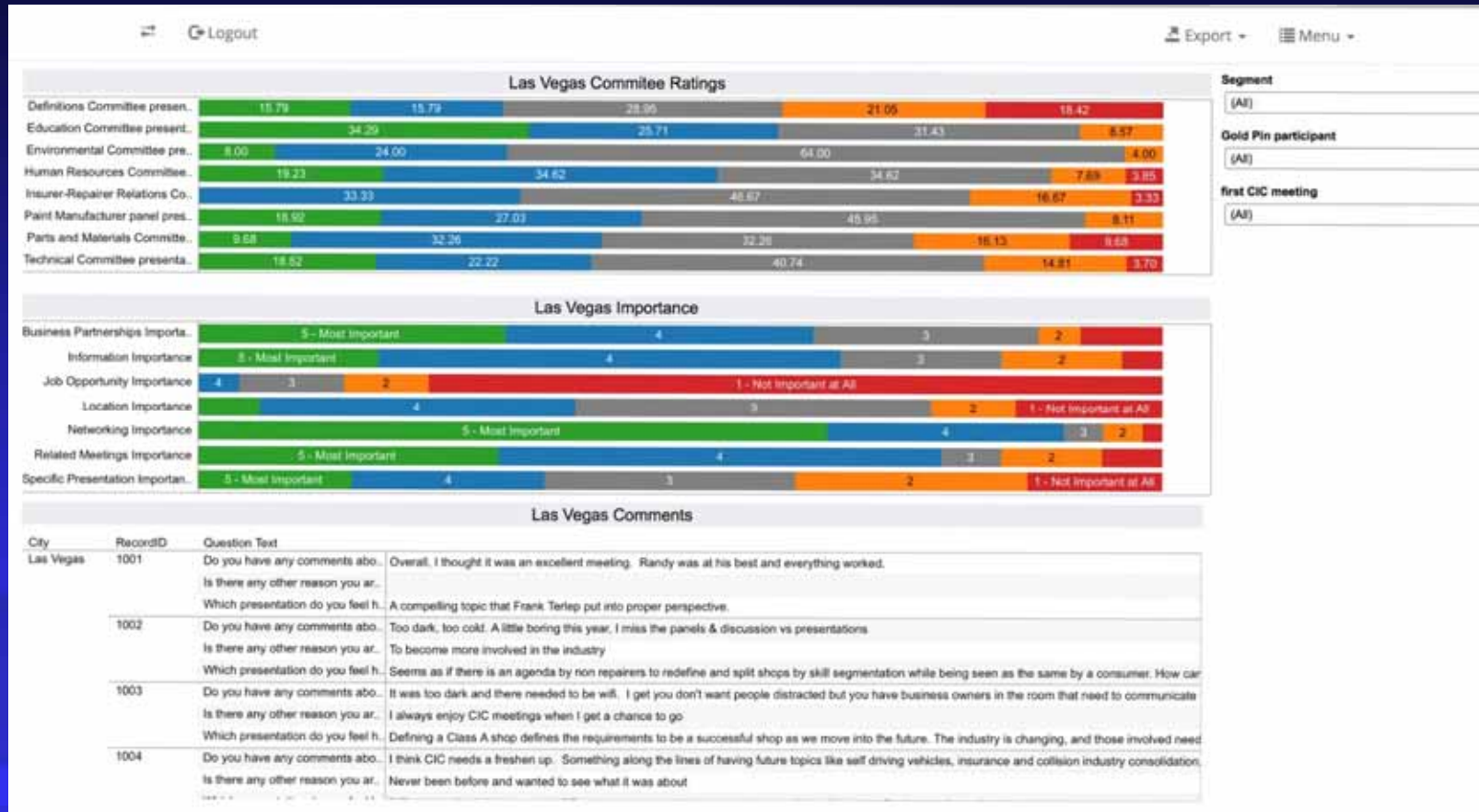
Impact

29. Which presentation do you feel had the biggest impact on you? and Why?



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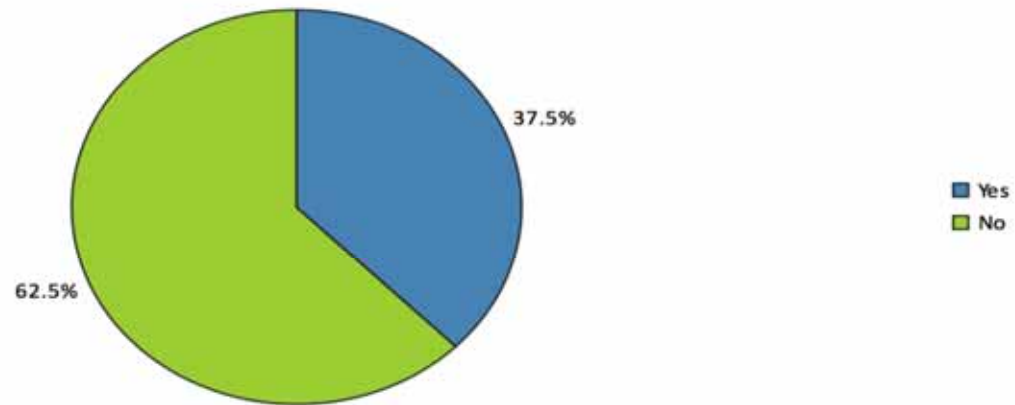
Text Analytics and Sentiment Analysis



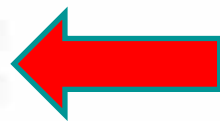
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Location. Location. Location.

10. Do you plan to attend the next CIC Meeting April 20-21 in Seattle, Washington?



Name	Percent
Yes	37.5%
No	62.5%
N	8



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Challenges in attracting different audiences

Must get outside of the current topics bubble

Content must be relevant and different in a noisy world

Content must be taken back to the organizations for maximum value

Close the loop – feedback has to be acted on



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What is on the horizon?



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What is on the horizon?



Source: MotorTrend



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What is on the horizon?

“**Cow tipping** is the purported activity of sneaking up on any unsuspecting or sleeping upright **cow** and pushing it over for entertainment. The practice of **cow tipping** is generally considered an urban legend, and stories of such feats generally viewed as tall tales.”

Source: MotorTrend



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Smart Car Tipping?



Source: MotorTrend



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Action Items

Continue to define who we want to be as a CIC organization

Content must be changed to the audience we want to attract

Must “close the loop” with feedback and do something with it



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