



Your Guide to Using the New My Proof of Insurance Marketing Resources

OCTOBER 2019

Table of Contents

Your Guide to Using the New My Proof of Insurance Marketing Resources.....	1
Section 1 – Introduction.....	3
Section 2 – Graphics.....	4
My Proof of Insurance logos	4
Email Signatures/Website banners.....	5
Social Media Graphics.....	6
Infographic	7
Section 3 – Promotional Postcards	7
Section 4 – Videos.....	7
How to Add an eSlip Video	7
Glovebox Symphony Videos	8
Section 4 – Consumer Website	10
English Consumer Website	11
French Consumer Website.....	11
Section 5 –Social Media & Hashtags.....	12
Section 6 – Marketing Language for Consumers	13
Slogan.....	13
Tagline	13
What Is My Proof of Insurance?	13
Benefits	13
Consumer How-To	13
About Mobile Digital Wallets	13
Privacy & Security	14
FAQ.....	14

Section 1 – Introduction








This guide contains consumer-facing marketing and educational material for the My Proof of Insurance eDelivery solution, as well as hashtags and social media accounts your organization can reference in promoting the solution to your customers. We encourage you to use this material on your website, emails, social media platforms, or any other vehicle to help you explain eSlips and to address any customer service questions you may have.




If you have any suggestions for additional materials to help with communicating to your customers, please email edelivery@csio.com.

Section 2 – Graphics

My Proof of Insurance logos

Included in your marketing materials are a number of graphics for use in your organization's communications vehicles, including the My Proof of Insurance logo and checkmark icon.

Image	Name
 The logo features the words "MY PROOF" in large, bold, sans-serif font. "MY" is green and "PROOF" is blue. Below "PROOF" is the phrase "OF INSURANCE" in a smaller, blue, sans-serif font. A blue outline of a smartphone is positioned behind the text, with motion lines extending from its left side.	English My Proof of Insurance Logo
 The logo features the words "MA PREUVE" in large, bold, sans-serif font. "MA" is green and "PREUVE" is blue. Below "PREUVE" is the phrase "D'ASSURANCE" in a smaller, blue, sans-serif font. A blue outline of a smartphone is positioned behind the text, with motion lines extending from its left side.	French My Proof of Insurance Logo
 The logo consists of the word "MY" in a large, bold, green, sans-serif font.	English White My Proof of Insurance Logo
 The logo consists of the word "MA" in a large, bold, green, sans-serif font, followed by the phrase "D'ASSURANCE" in a smaller, bold, blue, sans-serif font.	French White My Proof of Insurance Logo
 A green checkmark is centered within a white gear-like border, all set against a solid blue square background.	Blueback Green Checkmark
 A white checkmark is centered within a green gear-like border, all set against a solid blue square background.	Blueback White Checkmark
 A grey checkmark is centered within a grey gear-like border.	Grey Checkmark

	Black Checkmark
	Green Checkmark
	Blue Checkmark

Email Signatures/Website banners

Included in your marketing materials are 3 images that can be used as email signatures or posted on your website. Two are in English and one is in French. These files can be used as email signatures for your staff to use in their emails, letting clients know that your organization can provide a digital experience and get them their policy documents and pink slips faster than ever. You can also choose to use them on your website or other online channels.





Social Media Graphics

Included in your marketing materials are some graphics to use on your social media vehicles. These graphics will give your social media a consistent look and feel.



Infographic

Do you want to know what Canadian drivers think of eSlips? CSIO polled 1,037 Canadian drivers to gain insights on how Canadian insurance customers view eSlips. View the infographic for highlights from our survey results.

Section 3 – Promotional Postcards

This postcard can be used to promote eSlips both online, or as a printed piece for customers who visit your office. There are two PDF templates in your marketing package: one that can be used digitally, and one that can be sent to your local printing supplier to create physical postcards.



Section 4 – Videos

Included in your marketing materials are two videos for use in your organization's communications vehicles. These videos include: *How to Add an eSlip* and *Glovebox Symphony*.

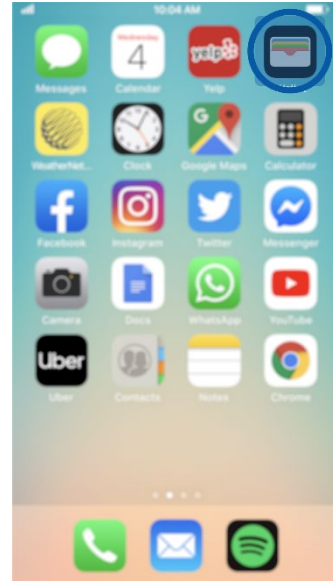
How to Add an eSlip Video

This one-minute video shows your customers the steps of receiving an eSlip and adding the eSlip to the mobile digital wallet. This video can be posted, or else can be shown on your phone to demo eSlips to your customers. The video also goes through a few key features of the digital wallet to protect privacy and share the eSlip, which we know are important features to consumers.

You can:

- Download the video or play the video from your phone to show your customers how easy it is to add their eSlip to their wallet.
- link to the *How to Add an eSlip* from your website or social media channels
- embed the *How to Add an eSlip* video on your website

English How to Video	
Link	https://bcove.video/36fi14B
Embed Code	<code><iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096001168001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe></code>



French How to Video	
Link	https://bcove.video/2pl1jtQ
Embed Code	<code><iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096457298001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe></code>

Glovebox Symphony Videos

This video is a promotional piece that illustrates how storing our auto insurance cards in the glovebox of our cars is now comically outdated. Time to #saygoodbyetotheglovebox and #helloeslips

CSIO has provided a 30 second video to humorously show why drivers may want to switch from paper to digital proof of insurance. We have also provided 4 additional 15 second clips.

You may link to or embed the English *Glovebox* videos:

English Glovebox Video – 30 Second Version	
Link	https://bcove.video/2P7Juz8
Embed Code	<code><iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096000977001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe></code>

English Glovebox Video – Young Driver Clip	
Link	https://bcove.video/2MYr41h
Embed Code	<code><iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096458494001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe></code>

English Glovebox Video – New Parent Driver Clip	
Link	https://bcove.video/2JonNr9

Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096461306001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>
-------------------	--

English Glovebox Video – Fast Food Addict Driver Clip	
Link	https://bcove.video/2J44fYP
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096461308001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

English Glovebox Video – Road Warrior Driver Clip	
Link	https://bcove.video/2qslPz6
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096448257001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

You may link to or embed the French *Glovebox* videos:

French Glovebox Video – 30 Second Version	
Link	https://bcove.video/2pKzAJ1
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096539511001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

French Glovebox Video – Young Driver Clip	
Link	https://bcove.video/2BuK4z9
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096538824001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

French Glovebox Video – New Parent Driver Clip	
Link	https://bcove.video/33NdULa
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoId=6096538824001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

	1/default_default/index.html?videoid=6096538825001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>
--	---

French Glovebox Video – Fast Food Addict Driver Clip	
Link	https://bcove.video/32A582T
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoid=6096543013001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

French Glovebox Video – Road Warrior Driver Clip	
Link	https://bcove.video/2MzEjq3
Embed Code	<iframe src="https://players.brightcove.net/2591610666001/default_default/index.html?videoid=6096544132001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>



Section 4 – Consumer Website

Myproofofinsurance.ca is a consumer-facing website for all Canadians. This website is a communication tool that you can use to educate your customers on My Proof of Insurance and receiving their digital documents. The website can help you answer any questions that come your way. You can point your customers to the website for detailed information on eSlips and My Proof of Insurance, or it can also be used within your brokerage to train employees and have the material at your fingertips.

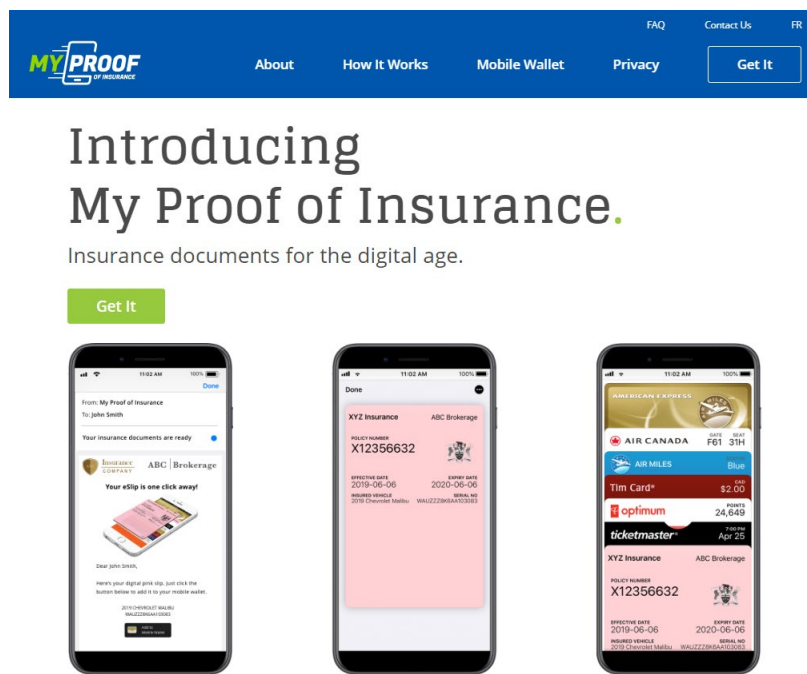
This website is available in both English and French and can be found at the following links:

English Consumer Website

www.myproofofinsurance.ca

French Consumer Website

<https://www.mapreuvedassurance.ca/>



Section 5 –Social Media & Hashtags

We have several consumer-facing My Proof of Insurance social media channels where we post information on eSlips for the general public. Follow and tag the following accounts when promoting My Proof of Insurance to customers on social media – Feel free to share any of our content with your followers. We will be sure to follow you back and engage with your posts:

	www.twitter.com/myproofofins
	https://www.facebook.com/MyProofofInsurance/
	https://www.linkedin.com/company/10008658/
	https://www.youtube.com/channel/UCWMwJOsIIIC3IGXwfEV99AA/featured
	https://www.instagram.com/myproofofinsurance/

Suggested hashtags:

#MyProofofInsurance

#eSlips

If you are using the Glovebox video in your social platforms consider using the following hashtags:

#gloveboxsymphony

#saygoodbyetotheglovebox

#helloeslips

Section 6 – Marketing Language for Consumers

Slogan

Insurance documents for the digital age.

Tagline

Easy. Convenient. Secure.

What Is My Proof of Insurance?

My Proof of Insurance allows you to receive your insurance documents for home, auto and business from your insurance provider through email and save them to your computer and mobile device.

You can easily store your auto insurance card (eSlip) in your smartphone's mobile wallet.

Benefits

- Mobile Wallet: Store eSlips alongside payment and loyalty cards using ban-grade security
- Privacy: Protect personal information by locking the screen
- Convenient: Receive documents by secure email – no apps, portals or log-ins required
- Easy: Access documents any time, anywhere – even offline
- Paperless: Reduce environmental impact by accessing documents digitally
- Free: No cost to use

Consumer How-To

Step 1: Contact your insurance provider.

Ask your provider to have your policy documents sent by email with My Proof of Insurance.

Step 2: Get your documents

Open your My Proof of Insurance email and save the attached documents to your computer or device. Click the button to download your auto insurance cards to your smartphone's digital wallet.

Step 3: Protect your privacy

Your smartphone allows you to lock your screen when displaying your auto insurance card, restricting access to other apps, personal information, and blocking notifications of calls and text messages.

Detailed instructions are available at myproofofinsurance.ca.

About Mobile Digital Wallets

Mobile digital wallets are available on all smartphones and serve as an electronic version of a physical wallet.

With My Proof of Insurance, you can store auto insurance cards in your digital wallet alongside credit and debit cards, loyalty cards, event tickets, and boarding passes.

Common digital wallets:

Apple Wallet

Standard on iPhones running iOS 6 or higher. (Pre-Installed)

Pass2U

Available for free in Google Play store for devices running Android 3.0 or higher.

WalletPasses

Available for free in Google Play store for devices running Android 4.0.3 or higher.

Privacy & Security

Your smartphone allows you to lock your screen when displaying your auto insurance card, restricting access to other apps, personal information, and blocking notifications of calls and text messages.

Here's how to set it up:

iPhone

1. To enable screen locking, go to Settings → General → Accessibility → Turn on Guided Access and Accessibility Shortcut.
2. Go to Passcode Settings to set your passcode and enable/disable Touch ID. (For iPhone X, you may enable/disable Face ID).

3. Lock Screen

Follow the instructions on your screen to use Guided Access and lock your screen at any time.

Android

1. To enable screen locking, navigate to Screen Pinning (also known as Pin Windows) in your phone's settings. The location of Screen Pinning/Pin Windows in settings will vary between phone model and Android version. Common locations include:
 - Settings → Security
 - Settings → Personal → Security
 - Settings → Security & Location
 - Settings → Lock Screen & Security

2. Turn on Screen Pinning/Pin Windows, and activate the option to require passcode/unlock pattern before unpinning.

3. Lock Screen

Follow the instructions on your screen to activate Screen Pinning/Pin Windows when displaying your auto insurance card. Your phone is now locked your digital wallet preventing access to personal information, message notifications and other apps.

FAQ

We've updated our frequently asked questions on eSlips and My Proof of Insurance. For the current version, please see our consumer website's [FAQ](#) section. CSIO members can use these FAQs for your customer-facing staff, on your website, or in social media posts.