

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.”