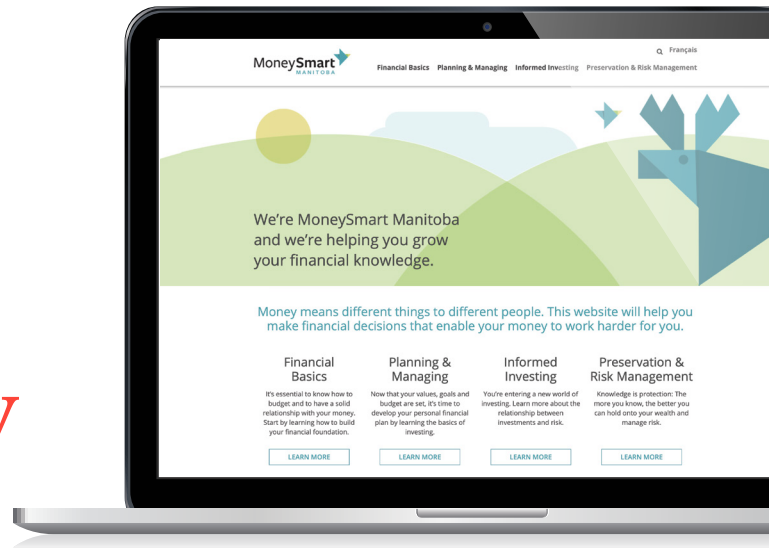


**HALMYRE THINKING:**  
MoneySmart Manitoba Case Study

# Listening to its customers changed the view of a government agency



How does a government agency engage its citizens to protect them from financial risks and fraud? By building a truly customer-centric web service. The Manitoba Financial Services Agency did just that – and made a positive impact on how Manitobans think about their money.

## THE CHALLENGE

The Manitoba Financial Services Agency (MFSA) regulates Manitoba's financial services, including real estate, securities trading and financial institutions. In 2018 it had plans to launch a financial literacy site, MoneySmartManitoba.ca, to engage Manitobans in important topics that protect them from fraud and help them succeed financially.

The challenge was to stand out with a Manitoba-specific solution in a cluttered space of government and semi-government organizations delivering similar materials.

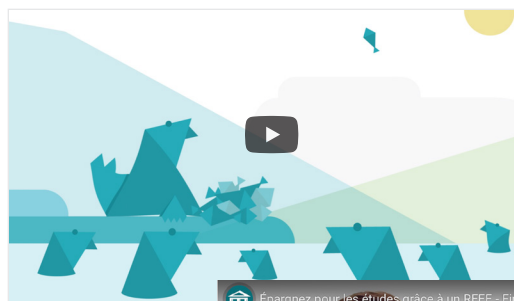
## THE SOLUTION

The MFSA partnered with Halmyre to develop an integrated branding, creative and customer experience strategy. Halmyre led a marketing strategy and planning engagement designed to

- Lead with one-on-one customer interviews and persona development
- Create a brand strategy
- Plan and execute content: copy, videos and tools
- Carry out creative and digital production
- Include analytics and performance management planning

*“The Halmyre team really took the time to understand our business, audiences and stakeholders at the outset. This upfront strategic planning has paid off.”*

Ainsley Cunningham, Manager, Education and Communications  
Manitoba Securities Commission, Securities Division



## GOALS

### Key success factors for this project:

- Demonstrate engagement by the general population of Manitoba
- Gain support from the broader financial literacy community and interested community groups
- Sustain content development and promotion efforts, managed by the MFSA's internal team

### Key performance indicators for the website:

- Attract four or more page visits per session
- Increase session duration to over five minutes
- Ensure signup for the new newsletter

## PROCESS

The overall process for launching the website was to invest heavily in customer-centric insights – listening – at the outset. Subsequent brand, creative, content and functional planning were then easily unified and aligned. Execution, too – coding and copy writing – was a smoother process.

After developing personas upfront, Halmyre then

- Identified key content and information architecture and journey maps
- Prepared a detailed creative brief for the brand, positioned as “Your Financially Smart Friend”
- Developed a website and content roadmap with multiple phases
- Developed a promotions and measurement strategy and plan
- Designed a creative strategy to influence all Manitobans and avoid “government speak”: brand, video, content
- Managed the project and launched the site with a promotional program and new social channels
- Prepared the client with documentation to communicate to stakeholders

Throughout the course of the project, the MFSA developed a sense of ownership over the brand voice so it can now lead future initiatives to confidently connect with Manitobans.

## Results:

MoneySmartManitoba.ca launched with strong targeted success and high and sustained engagement. Over 70% of traffic comes from within Manitoba.

### Engagement:

**79%**  
completion rate of targeted goals on the website

**40%**  
recall of the URL, typing it in directly

**3+**  
minute visit length for those who recall the URL

**57%**  
weekly increase in engagement on Facebook