



WORLD
INVESTOR
WEEK 2023

IOSCO WORLD INVESTOR WEEK
CAMPAIGN IMPLEMENTATION PLAN

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*changing behaviors for good
behavior to promote*

*Social marketing:
Marketing social change: Changing*

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Product *Price*
Place *Promotion*
Strategic Framework for Investor Education and Financial Literacy

COVID-19 is now an established and ongoing health issue which no longer constitutes a public health emergency of international concern (PHEIC)



9

BUDGET

10

C8 WIW WORKING GROUP



performance

At Google, we believe that good data beats opinion

Marketing metrics: the manager's guide to measuring marketing

ANNEX II CAMPAIGN GUIDELINES FOR IOSCO MEMBERS



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