

2014 Signature Awards

Recognizing Excellence in Plan Education and Communications



Letter From the Executive Director	1
Asset Allocation	2
Conversion	4
Digital Innovations	5
Events and Workshops	7
Fiduciary and Plan Decision Resources	9
Financial Wellness and Education: General	10
Financial Wellness and Education: Specific	12
Increasing Participation and Savings Rates	14
Language and Cultural Diversity	16
Plan Administration and Design Changes	18
Plan Publications: Participant	20
Plan Publications: Sponsor/Advisor	21
Retirement Readiness	22

2014 Signature Awards Judges

PSCA would like to give special thanks to the judges of the 2014 Signature Awards.

We appreciate their dedication, work ethic, and commitment to the process in choosing this year's winners.

Deborah Baran
Prudential Retirement

Elizabeth Byerly
Towers Watson

Courtney Cervantes
Lowery Asset Consulting

Ashley Cramer
ProCourse Fiduciary Advisors

Diana Dukich
AHC

Vera Fuller

Victoria Giurato
McDonald's Corporation

Romel Glorioso
The Newport Group

Sara Gomez-Villalta
One America

Peggy Gordon
Illinois Tool Works

Michael Haun
The Newport Group

Colleen Houlihan
Ingredion, Inc.

Nancy Kariel
Milliman

Kathleen Kelly
Compass Financial Partners

Kim Krier
Wells Fargo Institutional
Retirement and Trust

Marla Lauterette
Hannover Life Reassurance
Company of America

Sharon Lin
Illinois Tool Works

Oscar Martinez
Zachry Industrial, Inc.

Joe Mead
The Hillshire
Brands Company

Jane Mellon
Allstate Insurance Company

Douglas Morash
MassMutual
Financial Group

Karrie Morisette
MassMutual
Financial Group

Nadine Pizarro
Morningstar

Karin Schmidt
Aon

Kara Stacy
Illinois Tool Works

Lynn Ushijima
BFS, Inc.

Jillian Verspyck
Voya Financial



Letter From the Executive Director

The 2014 Signature Awards once again proved that retirement plan communications are critically important to both plan sponsors and plan participants. Despite lingering economic uncertainty and organizations being forced “to do more with less,” plan sponsors and providers are committed to providing excellent communication programs to millions of participants. Effective communications are vital to help participants understand their retirement goals and to be better prepared to meet them.

Congratulations to the 2014 Signature Awards winners and to all of the entrants. This year the judges chose 34 winners in 13 categories. We are pleased to showcase the winners in this magazine. We want to acknowledge all the entrants’ efforts and encourage everyone to keep up the great work.

As a highly regarded testament to how plan sponsors and providers working together is helping participants make better decisions about their retirement, the Signature Awards winners are held up as examples in industry meetings and presentations. At PSCA, we continue to collaborate with plans sponsors and industry professionals to improve the effectiveness of participant communication and education. We believe keeping retirement plan participants engaged with their plans and their own financial well-being is imperative, and a mission we proudly embrace.

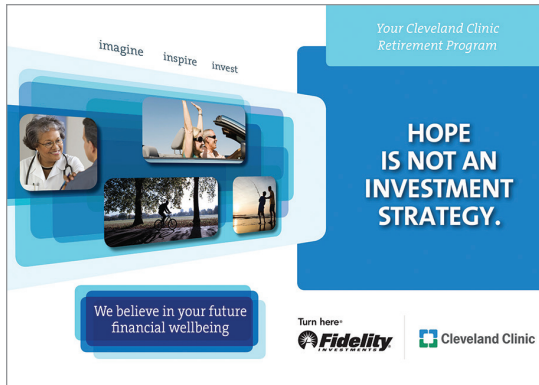


Robert A. Benish
Executive Director
Plan Sponsor Council of America



Asset Allocation

Asset Allocation involves educating employees about investing, choosing from available investment options, and how to properly diversify savings.



With Highest Distinction Cleveland Clinic Sponsored by Fidelity

Cleveland Clinic is one of the largest and most respected hospitals in the country. It is a non-profit multi-specialty academic medical center that integrates clinical care and hospital care with research and education. It has 40,000 employees in more than 20 locations.

Cleveland Clinic set out to address asset allocation issues uncovered in an analysis of its retirement program. A segment of plan participants had allocations outside their target mix. To encourage this group to select an age appropriate asset allocation mix, Cleveland Clinic launched a multi-media campaign with engaging messaging and intriguing taglines, such as “Hope is Not an Investment Strategy.”

The campaign featured a series of print and electronic mailers with clear, straightforward messaging. The focus was to grab a participant’s attention, make investments less intimidating, and provide simple solutions and next steps. For example, one mailer featured the tagline of “Are You Part of the 55%?” referring to the percentage of employees who did not have the proper allocation mix. The five-month campaign was also promoted on Cleveland Clinic’s intranet site, at on-site events (including live meetings), one-on-one consultations, and help desks.

The campaign achieved significant results. Prior to the start of the campaign, 45% of participants had properly allocated assets. At the conclusion of the campaign, that number increased by 8%. 53% of plan participants now have assets within their target allocation mix.

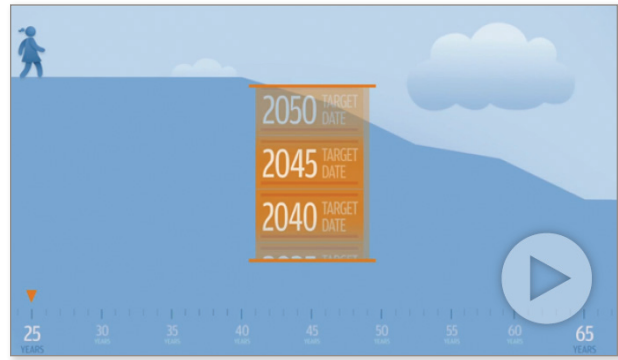


With High Distinction Kent Corporation Sponsored by Wells Fargo

Kent Corporation is a diversified, family-owned corporation with subsidiaries in corn wet milling, the production of animal feeds, and the manufacture of food products. The company has approximately 1,800 employees and does business in the U.S., Canada, and throughout the world.

The company recognized that many of their retirement plan participants did not understand basic investment concepts and were struggling to create asset allocations. The plan’s statistics confirmed this observation—42% of participants only invested in one fund and the plan’s average number of investments per participant was 2.81 funds. As a solution, Kent made an innovative change to their retirement plan. It began automatically enrolling all current active participants into AdviceTrack, Wells Fargo’s proprietary investment solution, unless the participant opted out. In addition, AdviceTrack became the default investment option to all newly eligible employees.





The company launched a multi-month communication campaign that explained the new program, the importance of a diversified portfolio, and the rationale for automatic enrollment into the program. The messaging was simple and straightforward, and included approachable graphics that clearly described steps to take for more information or further action.

The campaign achieved several significant results:

- 62% of plan participants allowed the automatic enrollment to occur.
- The average number of funds held by participants more than doubled—from 2.81% to 7.72%.
- Overall plan health (a measure that combines participation, contributions, and diversification) increased from 56.01% to 71.01%.
- Participants with more than 50% of their investment in stable value assets went from 13.54% to 7%.
- Overall plan assets in a stable option went from 28.71% to 17.21%.

Adding a simplified solution for participants to allocate their investments is clearly a win for Kent Corporation and its employees.

With Distinction

J.P. Morgan Asset Management

J.P. Morgan Asset Management is a leading asset manager for individuals, advisors, and institutions. The company has investment professionals located around the world, and has assets under management of \$1.5 trillion.

In its 2013 Plan Participant Survey, J.P. Morgan found that 8 in 10 participants consider it important that their employer offer target-date funds (TDFs) in their retirement plan. Throughout the past several years, TDFs have continued to grow in popularity with the majority of plans now offering a target-date series in their plan's investment lineup. However, according to a recent SEC survey, only 36% of participants correctly identified that a TDF does not provide a guaranteed income, and less than 33% were able to identify the correct meaning of the year in the fund's name.

To help close this gap in understanding, J.P. Morgan undertook a new initiative to help investors understand TDFs. The communications campaign focused on four critical components: defining target-date funds, how they work, who they are designed for, and how to select the right fund.

The program is specific to TDFs, and explores concepts such as diversification, professional management, asset allocation and how it changes over time, and how to select a target-date fund.

After a series of in-person focus groups, J.P. Morgan created a dynamic website with an animated video that explains how a glide path works, as well as videos of participants talking about why they are invested in a TDF. Printed materials were concise and easy-to-read with simplified and understandable language, broken up into digestible points, and accompanied by iconography to draw the reader in. The visuals are engaging, and the tagline of "Is Good, Good Enough?" commands attention.

By listening to participants, J.P. Morgan found a way to help people understand how TDFs work, increasing the proper usage of these types of funds.



Conversion

Plan Conversion involves a comprehensive campaign that addresses the many issues employees need to know regarding a new provider such as deadlines, blackout periods, investment mapping, changing plan provisions, new forms, and new employee internet- and telephone-based tools. This category also includes changes due to mergers and acquisitions.



With Highest Distinction Washington Metro Area Transit Authority Sponsored by Lincoln Financial Group

The Washington Metro Area Transit Authority, commonly referred to as the Metro, provides rail and bus service throughout the D.C. area. It has more than 13,000 employees, including its own transit police department. In 2013, the Metro selected a new service provider for its 457 plan. In partnership with its new provider, Lincoln Financial Group, the Metro launched a comprehensive, multi-media campaign to educate employees about the plan conversion.

The campaign featured a compelling brand identity, themed specifically for the Metro. Communication materials were entitled "Destination: Retirement," and included transportation-related headlines like "Welcome Aboard," "We're On Our Way," and "We've Arrived." Communications also included photos of Metro employees, making it easier to identify with the messaging and encourage interest in the conversion communications. The look and feel of the materials, with a map design with pin dots, bold colors, and icons was designed to resonate with employees by connecting with their jobs, purpose, and culture. Communications were also written in "bite-sized" sections so that information would be easily understood and easy to scan for specific topics of interest.

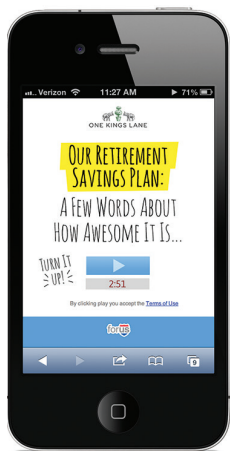
The campaign targeted multiple audiences, including union and non-union groups. It also incorporated a multi-media strategy to engage the many Metro employees who do not work in a traditional office setting. This strategy included leveraging the Metro's network of centrally located computer kiosks to link to a custom conversion website, home mailings, internal emails, internal newsletter articles, and on-site meetings. The conversion had four weeks of onsite meetings and included 94 group meetings and 2,054 one-on-one meetings.

Following the conversion, participation in the plan increased from 40% to 48%. Of those who participated in one-on-one meetings, 25% enrolled in the plan and 28% increased their contribution rate. The Metro understood the importance of using its culture to create communications with which its employees could identify, thereby making it a winning effort.

Digital Innovations

Gen X and Y participants access and integrate information differently than their parents and grandparents. Today's participants are looking for interactive communications, increased speed of communications, and a way to be part of the message.

This category recognizes the use of emerging technologies that will likely have a significant impact on participant education.



With Highest Distinction

One Kings Lane

One Kings Lane is a leading destination for the home that connects daily design inspiration with a fresh collection of select home goods, designer, and vintage items. With an average employee age of 25, One Kings Lane has a young and mobile employee base that is not easily persuaded by traditional media. Employees expect simplicity, design elegance, and intuitive, but not forced, calls to action.

In late 2013, after the mad rush of the holiday order season and before kicking off 2014 activities, One Kings Lane had a narrow four-week window to design a campaign with the objective of increasing awareness of the 401(k) plan and improving participation. It would have been very easy to use the same old methods under such a tight time frame, but the company really wanted to see different results and try something new that could make a real improvement.

One Kings Lane worked with ForUs to create a simple, light-hearted, and entertaining online 401(k) Guide that was optimized for mobile phones. The guide was made available to employees during a month-long communication campaign that included an initial e-mail and a reminder e-mail to view the guide.

The 401(k) Guide included the following features:

iPad incentive If employees viewed the guide, they were entered to win an iPad.

“Choose your own adventure” format Asked employees questions and then adapted the experience to deliver a personalized, near human “conversation.”

“Do it Now” button Employees could take action when their motivation was highest.

90-second sign-up Employees could go through the guide and join the 401(k) plan in about 90 seconds.

The results speak for themselves—before the 401(k) Guide was implemented the plan participation rate was 41%. After the campaign, the participation rate rose to 54%.





With High Distinction MassMutual Retirement Services

Real talk about money and retirement by real people. This was the driving force behind MassMutual Retirement Services' engaging "talk show" video series, The Smart View. The goal was simple: to help participants learn about retirement planning in a casual, conversational way while being entertained.

Off the back of the success of season one, MassMutual developed season two, which included 13 webisodes launched weekly throughout Fall 2013. Season two covered topics such as: "Conquering Debt," "Getting a Late Start," "Saving on a Limited Income," and much more. Some episodes also featured Farnoosh Torabi, best-selling author, finance journalist, and Gen Y money coach.

The video series was delivered in three ways:

- Posted on YouTube for general public consumption—there were more than 30,000 unique views since the inception of the series.
- Incorporated into onsite client education meetings.
- Made available for client intranet posting—feedback from clients was overwhelmingly positive with hundreds of requests to host videos on their intranet sites.

To help promote the series, MassMutual used:

- Facebook, which garnered over 800 engagements including views, comments, and follow-up participation.
- A book giveaway contest that attracted more than 2,100 unique contest entries over the course of the season with 7 book giveaways.
- An e-mail alert subscription program where participants could sign up for auto-notifications. The program had great results, with an average open rate of 57%, click rate of 30%, and effective rate of more than 51%.

Not only did MassMutual Retirement Services succeed in its goal to serve up financial education in a fun and entertaining manner, but it also raised the bar with its high quality programming and effective use of social media, taking participant engagement to new heights.



With Distinction Lincoln Financial Group

Following an extensive research study on participant engagement, Lincoln Financial Group wanted to create an engaging online tool to help put the study's findings into action. The primary goal of the tool was to engage participants in an innovative, game-like way and help increase both one-on-one meetings with plan representatives, and traffic to Lincoln's participant web content. Lincoln also wanted the tool to help plan sponsors and advisors/consultants gain a deeper understanding of participants while providing a new opportunity to engage and motivate employees.

Based on these goals, Lincoln developed a fun, easy-to-use retirement personality quiz called the Chief Retirement Savings Officer quiz. The quiz asks participants a series of questions to help them understand what type of retirement saver they are based on 12 types of retirement savers (e.g. "Leader," "Analyzer," "Believer") identified in the Lincoln Retirement Power Participant Engagement Study. Once the user has discovered his/her retirement saver type, the quiz focuses on specific actions the user can take to improve retirement readiness based on his/her specific savings type. The quiz encourages participants to work with financial professionals and to use the results as a conversation starter when meeting with a financial professional. Lincoln's consumer brand platform—the "Chief Life Officer" national advertising campaign—was incorporated into the quiz, providing inspiration for each individual to take charge of their financial future and be the boss of their life.

The quiz is continuing to be rolled out and has already seen great results. To date, the quiz has had over 2,000 users and 20% return visitors. In addition, 2 of the 3 top articles for plan participants on Lincoln's website are those linked from the quiz results page. Feedback has also been very positive at benefits fairs, with a line of participants waiting to take the quiz and share their results with each other.

Events and Workshops

Events and workshops include efforts to schedule, promote, and implement successful benefits fairs, workshops, employee meetings, and other special events.



With Highest Distinction High Company

Sponsored by Principal Financial Group

With locations in seven states throughout the eastern and midwest United States, the High Company serves customers in the steel, concrete, and hotel industries, promoting the values of honest hard work and trustworthy relationship building. Their average worker has a high school education, minimum retirement knowledge, and is “blue collar.” Workers have different shifts and most do not have e-mail. The High Company’s focus on innovation and customer service, known as “The High Way” allowed them to align their culture with the desire to increase employees’ retirement readiness and create the “High Way to Retirement” campaign.

The multifaceted campaign of meetings and print materials, enlisting the CEO’s support along with corporate and location HR reps, leveraged the company’s logo and color scheme. The tagline “Where Do You Want to Go,” along with driving and map images related to co-workers that they are in the driver’s seat for retirement. In order to solicit local HR support, a train-the-trainer web conference and guide, plus a letter from the CEO and a list of workers age 50-55 were provided. Employees were given access to a personalized retirement outlook chart on the provider’s website. A promotional postcard, direct mail flier, “sorry-we-missed-you” postcard, and worksite posters all encouraged employees to attend one-on-one meetings.

The response was what the company hoped it would be. 100% of the location HR reps attended the train-the-trainer session. One-on-one meetings resulted in a 71% attendance increase from the prior year, a 56% increase in number of people increasing deferrals, and 253% increase in the number of workers age 50-55 attending the meetings. The direct mail results were equally impressive with response rates in the 16-20% range. Ultimately, tuning in to the corporate culture and corporate messaging paid off for the High Company with a high response to the campaign and employees that were on the road to being better prepared for retirement.



With High Distinction Forest Laboratories, Inc.

Sponsored by J.P. Morgan Retirement Plan Services

Forest Laboratories is a pharmaceutical products company with more than 5,000 employees worldwide, and a mobile tech-savvy sales force. The company was discouraged that attendance at its annual Financial Health Week formal meetings and investment presentations had dropped. Employees found the events to be repetitive and not a good use of their time. However, leaders saw this as a lost opportunity to improve employees’ retirement readiness. For 2013 an open house concept was adopted where employees could more actively participate in conversations about their retirement plan.

The campaign was very well thought out, with clear, measurable objectives. Financial Health Week was scheduled around the time of open enrollment and promoted along with overall wellness, to provide for a cohesive health and wellness message. The tag line “Look Forward” used life events to encourage people to plan and prepare for a successful rewarding future. During the event, a rolling big screen showed a summary of plan highlights behind the area of the sessions. To reach the mobile workforce, a live webcast was presented, which later was recorded and posted to the website.

The company’s goal of 10% increased attendance was doubled, with 20% more attendees than the previous year, and 81% of these attendees taking a post-event action. Their goal of a 7% increase in enrollment was far exceeded with 28% of non-participating employees enrolling in the plan. Plus, 52% of attendees increased their contribution rate. Overall, by realizing that employees needed a fresh approach to obtaining information, Forest Laboratories was able to engage their workforce and revitalize their annual event.



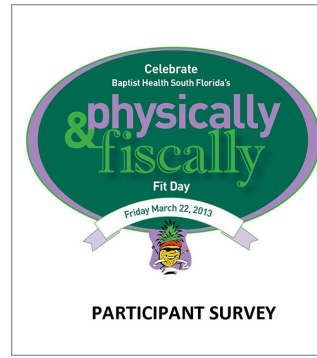
With Distinction: Tie Fidelity National Financial, Inc.

Sponsored by Wells Fargo

Fidelity National Financial is a leading provider of title insurance, mortgage services, and diversified services. They partnered with two companies they spun off and Wells Fargo to put on an event designed to get eligible employees excited about their respective retirement plans. Retirement planning can be a daunting task. To make it fun, the company created a circus.

“Come One, Come All Under the Big Top” brought employees together to play a spin-it-to-win-it game, meet with Wells Fargo reps, and eat kettle corn and snow cones. The promotional materials included e-mails, posters, and a QR code on a cafeteria table cling. The colors and images of balloons, a Ferris wheel, etc. drew people to attend.

The event was well attended with representatives interacting with participants all day. As a result, 3.2% enrolled, 9.2% of employees increased contribution rates, with the average rate moving from 4.6% to 7.4%. Making retirement fun isn't easy, but Fidelity National Financial managed to find a way. Everyone loves a circus, and a chance to clown around while learning something new.



With Distinction: Tie Baptist Health South Florida, Inc.

Sponsored by Transamerica Retirement Solutions

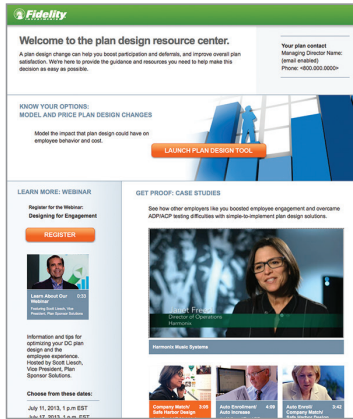
The future of successful retirement planning depends on how employees view it as part of their overall health and wellness. It makes sense there should be a combined objective when offering both health and retirement benefits. However, not enough companies have combined the messages as eloquently as Baptist Health South Florida. As one of the nation's top 15% of hospitals, BHSF's mission is to improve the health and well being of individuals, as a faith-based organization promoting the sanctity and preservation of life.

BHSF's Wellness Advantage Team created a way to link health and retirement in their event, “Physically & Fiscally Fit Day.” The day included a 4.01k Retirement Walk, with signs along the course featuring retirement-related facts, trivia and open-ended questions, like “What's on your bucket list?” for walkers to discuss with each other. There was a Kindle Fire raffle, sessions on managing stress, Weight Watchers coaching, a cooking demo, kickboxing, and a retirement readiness presentation with a game.

Clearly BHSF cares about all aspects of its employees' health and had results to make them proud. 200 employees took part in the day's activities, with 165 walking in the 4.01k. In the three months following the event, plan activity spiked significantly: retirement planning meetings rose 44%, deferral increases were up 17%, auto-increase signups increased by 51%, and beneficiary updates were up 290%.

Fiduciary and Plan Decision Resources

Today's retirement plan committees must consider and make decisions about a broad range of investment, plan design, and fiduciary issues. Entries in this category are communications designed to provide retirement plan committees with the information they need to act with care, skill, and prudence as they manage their retirement plans.



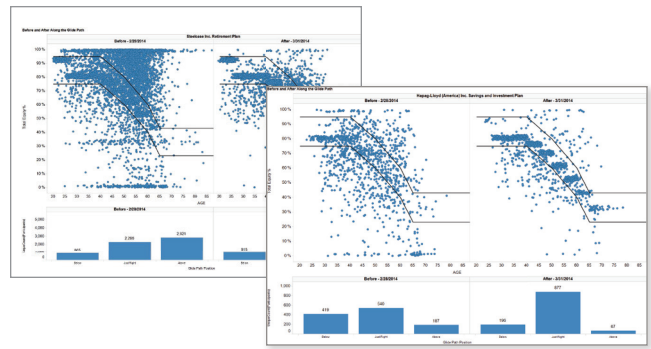
With Highest Distinction Fidelity Investments

Fidelity Investments is among the most diversified financial services companies in the world, offering a full range of product solutions for individual investors, employers, institutions, and intermediaries. Their fundamental mission is to help customers and clients achieve their financial objectives.

Fidelity developed a complex, data-driven campaign to enhance the plan design process and provide specific guidance to plan sponsors. It was a multi-touch online campaign that incorporated key plan metrics and triggers. The triggers for the proactive plan design solutions fell into two categories: low participation and deferral rates and failed non-discrimination testing.

To drive action by the plan sponsor, the campaign included a plan design modeling tool, webinars, and video testimonials from clients who went through plan design changes. There was also an integrated tool for tracking e-mail clicks, webinar registrations, and usage of the online tool for follow up during the campaign.

The campaign was robust, easy to use, and helped plan sponsors make informed decisions. Plan sponsor feedback was very positive. The campaign had a 61% open rate and 47% of clients surveyed said they would make a plan change as a result of what they learned. The ease of the online push of information, messaging to plan sponsors, and overall effectiveness led to the success of Fidelity's campaign.



With High Distinction J.P. Morgan

J.P. Morgan Retirement Plan Services developed an online Plan Diagnostic Tool to better understand how employees were interacting in the plan and how plan design improvements could help. In an effort to look beyond traditional reporting, the Plan Diagnostic Tool offers a visual approach using a wide combination of recordkeeping data.

While data visualization tools can be very powerful, they can also be overwhelming. J.P. Morgan worked through that challenge by training their service team to focus on specific areas, such as asset allocation and diversification, to find pockets of opportunities. This resulted in proactive and effective conversations with clients that led to plan updates. Several J.P. Morgan clients have shown significant improvement within the glide path target range with participants. The detail and graphic view of participant activity and the opportunity it created to improve plan design helped J.P. Morgan's representatives and their clients gain a stronger understanding of plan metrics.





With Distinction
The Newport Group

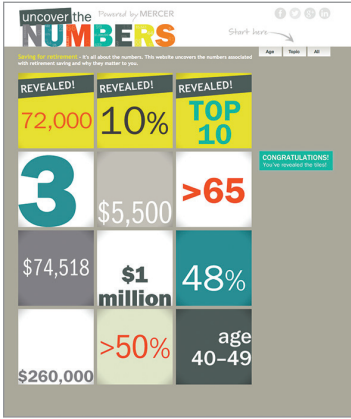
The Newport Group provides investment and fiduciary consulting services to participant and trustee-directed defined contribution and defined benefit plans, as well as insurance companies, corporate operating portfolios, foundations, and endowments.

The purpose of the program was to help educate clients about stable value funds, not often understood by retirement plan committee members. The document was written for a broad target audience to encourage them to take action. A needs analysis was conducted to find areas where there was a lack of understanding and an opportunity to help educate.

The end result was a clean, easy to read white paper that successfully covers a complex subject and is a truly reliable resource for clients.

Financial Wellness and Education: General

This category showcases complete education programs and campaigns offered to a broad base of plan sponsors. These campaigns may include programs that provide solutions for the different needs of diverse employees groups, on-going targeted campaigns covering various participant behaviors, education on financial topics such as plan fees or fee disclosure, or broader financial education, such as balancing financial needs, saving for college, budgeting, debt management, etc.



With Highest Distinction
Mercer Benefits Administration

Mercer was inspired by its annual workplace survey results to develop a campaign to address the diversity of industries, education levels, and retirement investing expertise of its 1.3 million participants. The survey showed that employees worry about being financially ready for retirement, agree that saving for retirement is their personal responsibility, and are concerned about saving enough to pay for health care in retirement. Using social media, action-oriented messaging, and a mobile-friendly user experience, Mercer wanted to provide a fun, engaging experience to help employees plan for retirement.

The “Uncover the Numbers” tool is an interactive online educational campaign available to participants and the public. Check out www.uncoverthenumbers.com to see for yourself this eye-catching collection of useful information. A grid of squares, each with a number, entices users to click to find out what the number represents. From here, Mercer’s participants are able to obtain more in-depth education in videos, articles, widgets, infographics, plus social media elements to share and follow on Facebook, Twitter, Google+, and LinkedIn. The variety of topics include portfolio diversification, increasing contributions, Social Security, paying down debt, health care expenses in retirement, and staying on track to meet goals.

“Uncover the Numbers” was very well received. Within the first six months, 98% of Mercer’s U.S. DC clients opted in to the campaign. More than 21,000 unique visitors explored the site, a 40% increase in visitors over 2012. Mercer’s social media presence was extended because users could share each number across multiple platforms resulting in nearly four times more Twitter mentions than in 2012. “Uncover the Numbers” succeeded in providing a contemporary approach to what can be intimidating or confusing information and helped Mercer’s participants be more financially ready for retirement.



With High Distinction MassMutual Retirement Services

MassMutual’s 2013 National Campaign is one component of the overall RetireSmart Participant Communication and Education platform. One goal was to educate, then motivate participants to help themselves become retirement ready by identifying the single most appropriate action step they should take now. Another goal was to maintain the momentum of getting participants to make smarter retirement planning decisions. The campaign’s challenges were actually reaching the individual, showing that planning for retirement doesn’t have to be a chore, and getting participants to take action once again.

The highly-targeted campaign consisted of postcards, e-mails, and an online tool. The four action items were “Allocate,” “Save,” “Sign Up,” and “Consolidate.” Each theme was reinforced with clever taglines and colorful photos of people in one of four age groups. The younger participants were shown images of people exercising or eating, with healthy choices reflected in the taglines. The next age group were sent images of families enjoying their time together, and the older workers were shown active older people engaged in fun activities or with family members.

The results were impressive. Overall, e-mail communications were the most effective in reaching participants. The average open rate was 22%. For the “Save” action the average rate increase was 4.1%, and for the first time the highest response rate came from those aged 18-34. The “Consolidate” action reflected \$8 million in rollovers. The “Sign Up” action for those eligible but not participating employees had an average deferral rate of 6.7%.



Financial Wellness and Education: Specific

This category is similar to the Financial Wellness and Education: General category, except that it is a campaign offered to one specific plan sponsor.



With Highest Distinction

Hewlett-Packard Company

Sponsored by Fidelity Investments

Hewlett-Packard (HP) is committed to helping its employees take charge of their financial well being as part of the three pillars of its wellness program. HP employees are highly educated, tech-savvy, and geographically dispersed, with 31% working from a home office. Although a robust education effort has been in place for a few years, in late 2012 analysis revealed significant gaps in employee savings behaviors. They were not saving enough. After focus groups, the company learned that employees were overwhelmed and distracted by competing personal financial needs. HP knew it could not help employees save more for the future without first helping them address their immediate financial concerns. The challenge was to appeal to various learning styles.

HP and their provider, Fidelity's Benefits Consulting Group, created a targeted, engaging, actionable, and simple approach called "My Financial Fitness Boot Camp." This four-week program incorporated an online experience with face-to-face learning components to allow participants to select the media best suited to their learning style. Participants were asked to spend a minimum of 15 minutes a week completing at least one activity to help them learn about the financial topic most relevant to them. To promote the program, HP used materials that would not be perceived as expensive or frivolous. E-mails and printed materials, such as banners, desk-drop postcards, and custom post-it notes were consistently branded. The Boot Camp began with a self-assessment to determine the appropriate track, a warm-up assessment in each track, delivering a score of "Out-of-Shape," "Pick up the Pace," or "Fit-to-Win," and finally a cool down assessment at the end of the four weeks, with a new score.

Results exceeded expectations with tremendous increases in Boot Camp scores from beginning to end, including savings and deferral rates, investment changes, and website education resource usage. Boot Camp made a positive impact on the employees who participated by helping them understand how to take action toward improving their financial well-being.



With High Distinction ISMIE

Sponsored by Retiremap

ISMIE is an innovator in professional liability insurance coverage for physicians and medical practices. They, along with their consultant, Blue Prairie Group, wanted to innovate the traditional workshop to provide a more holistic approach to financial education. Using Retiremap in iPad workshops engaged employees to make subsequent one-on-one appointments with advisors more productive.

Employees received a retirement readiness assessment in the workshops, which took into account the employee's total financial picture including all household assets and debt plus social security projections. After the sessions, an online version of Retiremap was available on a custom mobile-friendly microsite. Finally, each person received a customized online dashboard with his or her goals, actionable steps, and tools for what-if simulations. This allowed employees to see the tradeoffs of different financial decisions. This focus on the tradeoffs was developed with Dan Ariely, a behavioral economist, newspaper columnist, and bestselling author.

Workshops and one-on-one meetings were oversubscribed and more sessions had to be scheduled. Employee engagement and satisfaction was high—61% of the employees participated, with 42% increasing deferral rates to an average of 5.7% of pay. Almost all attendees felt more prepared, plan to make future increases, and would recommend the program to others. The program empowered older workers nearing retirement, Gen X and Gen Y employees, supported the work already being done by Blue Prairie Group, and helped ISMIE identify areas for future enhanced education, as well as areas where financial advisors could deliver more guidance. ISMIE's success proves that giving employees in-person, innovative tools will increase their engagement in the retirement planning process.



With Distinction Barry-Wehmiller Companies

Sponsored by Transamerica Retirement Solutions

Barry-Wehmiller Companies, a manufacturer with a focus on people-centric leadership, heard too many employees complain they couldn't afford to save for retirement, while texting on their smartphones, and drinking \$5 coffees. The company, along with Transamerica, developed a poster and e-mail campaign to encourage employees to rethink instant gratification. The challenge was to grab factory workers' attentions amid the cultural din of buy it all now.

The poster images were of two American icons: Rosie the Riverter and the Statue of Liberty, but with a twist. Rosie is dripping in materialism, covered in bling, with the line "You Can Do it Later" followed by "Uh, no you can't." The Statue of Liberty is adorned with gold bangles, smartphone, tablet, and the iconic \$5 coffee. The message is spend on indulgences or save for your income needs in retirement.

The employees must have felt a kinship with Rosie and Lady Liberty. Both salaried and union groups' participation rates and deferral rates increased. Most remarkable was the union average deferral rate increase by almost 14%.

Increasing Participation and Savings Rates

This category includes all education campaigns and communications that help employees start to save, or save more, for retirement. Entries can be complete campaigns or singular, one-time, communications efforts. The focus of this category is demonstrable results including either improved participation rates, improved deferral rates, and/or effective savings rates.



With Highest Distinction MGM Resorts International

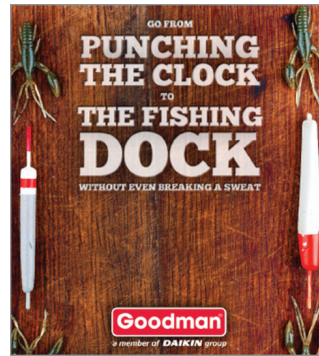
Sponsored by Prudential

MGM Resorts International is one of the world's leading global hospitality companies, operating a portfolio of destination resort brands with significant holdings in gaming, hospitality, and entertainment in 18 properties.

The goal of the program was to generate meaningful gains in plan enrollment, deferral increases, and auto-escalation adoption. Each property has its own identity so the charge was to avoid a "one-size-fits-all" approach. As the economy improved MGM was able to increase their match amount, but it was still capped. Therefore, the program also had to engage employees in ways that didn't focus on the company match. The program was executed as a series of fun, engaging, "theme-based" onsite events designed to motivate employees to take action.

The events were promoted by postcards, e-mails, and back-of-house traditional signage, as well as activities including photo flip books, dance dance revolution games, a baseball fast pitch machine, and tic tac toe bean bag toss. There were also raffles and giveaways to encourage attendance. Throughout each event plan representatives focused on actively engaging participants in their retirement plan while they were having fun.

The results of the series of events were impressive—1,496 employees attended the events. Of those, more than 50% enrolled. More than 40% increased their deferrals. In all, due to the positive response to the event and the supporting communications, 2,256 new participants were added to the plan, 6,778 participants increased their deferrals, and 341 signed up for auto-escalation.



With High Distinction Goodman Manufacturing Sponsored by Wells Fargo

Headquartered in Houston, Texas, Goodman Manufacturing Company is a manufacturer of residential and light commercial air conditioning, heating, and indoor air quality products and systems equipment. Goodman has six locations in Houston and two in Tennessee.

In the fall of 2013 the company set about increasing participation by rolling out the "Punching the Clock" campaign. The campaign was created to show employees how to transition from worker to retiree, without a lot of stress and worry. The look of the campaign was designed specifically to appeal to the male-oriented culture and expressed the idea that retirement can be about fun and relaxation. Goodman wanted to get people thinking about their future and how to create a strategy to get there. One of the ways to do that, obviously, is to enroll in the plan. The campaign used a multi-faceted approach to reach employees across multiple channels with a fun theme and a great get-away prize. It reached locations with multiple shifts and a predominantly union population. The campaign included an introductory newsletter article, a personalized easy enroll mailer, and branded posters with QR codes that linked to mini-presentations. Onsite education events were also held and included tables staffed with retirement representatives that had fun fishing themed give-a-ways.

The goal of increasing participation was certainly met by the campaign. 31.5% of attendees at the onsite events took action including enrolling or increasing their savings rates. 5.2% enrolled in the plan by responding to the mailer with an average savings rate of 3.9% of pay. The union audience had a 2.4% response rate with an average savings rate of 5.1%. 970 employees signed on to the retirement plan website for the first time. Overall, non-union plan participation rate increased 5.83% from 45.64% to 51.47%. More Goodman employees can now plan on the day when they won't be punching the clock.



**With Distinction: Tie
SkyWest
Sponsored by Wells Fargo**

SkyWest includes a fleet of 337 aircraft and more than 10,500 aviation professionals who operate more than 1,700 flights per day. They are known for their industry-leading workforce, exceptional leadership team, and continued solid operational and economic performance.

SkyWest has two distinct employee populations within its workforce. The Customer Service Associates population has high turnover and an average of less than two years of service. The Pilot group has longer tenure and a much higher plan participation rate. The plan doesn't have auto features today so the communication program needed to be designed to be creative, eye-catching, and simple with a clear call to action. The company's match is based on years of service so the campaign targeted those with more than 2 years of service when the match starts. The goal was to increase participation rates in the target group from the current 70.9% to 73% and the number of employees maximizing the match from 85% to 87%.

The campaign included targeted print and web communications and the print piece was designed to look like an airplane window shade to grab attention and relate to what the employees do each day. The "Reach for the Sky" theme was used on easy-enroll direct mailers and posters with web and phone number tear-offs. As an added touch, congratulatory e-mails were sent to participants who took action.

The overall numbers from this customized, creative campaign were strong. 12.2% of eligible non- participants enrolled with an average savings rate of 6.3%. 30.3% of participants not maximizing the match increased their contribution rate from an average of 3% to 5.7%. 3.9% of participants that took action using the mailers increased their average contribution rate from 8.3% to 12.3%. 23.7% of the follow up congratulatory e-mails were opened. Overall plan participation rates for those with more than 2 years of service went from 70.9% to 72.6%. While the results narrowly missed the goal, the overall impact of the unique, creative campaign was strong. More SkyWest employees today are "Reaching for the Sky."



**With Distinction: Tie
Norfolk Southern Corporation
Sponsored by Vanguard**

Norfolk Southern Corporation is one of the nation's premier transportation companies. Its Norfolk Southern Railway subsidiary operates approximately 20,000 route miles in 22 states and the District of Columbia, serves every major container port in the eastern United States, and provides connections to other rail carriers.

The campaign set out to target the 13,750 employees who never enrolled in the 401(k) Plan. Although all employees will receive a Railroad Retirement benefit, it might not be enough to support the retirement they've envisioned and worked hard for. Employees feel that the Railroad Retirement Benefit will be enough and that saving in the 401(k) plan is not necessary. Norfolk Southern set out to change this perception and drive participation in the 401(k) plan as an important tool to supplement the Railroad Retirement benefit.

The campaign that Norfolk Southern launched had a custom "Are you on track?" theme. The theme carried through direct mailers, posters, e-mails, intranet content, and company television. The campaign also included a new mobile-friendly "Enroll Now" service. The service was designed to provide employees with a simpler way to enroll. The new services used choice architecture to suggest default choices on savings rates, investment options, and the auto-escalation service. If employees agree with the carefully suggested defaults, they just need to select the "Yes! Enroll me with these choices" button for a quick and easy enrollment path.

By using a custom theme and a straightforward explanation of why saving in the plan was a good choice, the campaign was able to garner strong results in helping employees get over the initial hurdle of enrolling in the plan. Of the 13,750 employees who were not saving in the plan, 6.95% enrolled, higher than the 2.23% who enrolled in the previous year. The average deferral rate for the new enrollees was 4.91% and the greatest response rate came from those under age 35 with less than one year of employment. 68% of employees using the "Enroll Now" services accepted the defaults and the percentage of employees that used this service increased by 14%. Based on these results, Norfolk Southern is confident that these employees are "On track" and now closer to meeting their future retirement goals.

Language and Cultural Diversity

Companies can face language and cultural barriers to full plan participation. Translating materials or holding meetings in the participants' target language is a great first step, but frequently language isn't the only obstacle to engaging employees and helping them take action. This category recognizes communications that address language, cultural, and/or generational barriers to plan participation. Successful campaigns may include special and unique targeted communications, advocacy programs, or other cross-cultural communications efforts.



With Highest Distinction

Four Seasons Hotels

Sponsored by Wells Fargo

Four Seasons, operator of luxury hotels and resorts, values their employees as they value their guests. With automatic enrollment, they have an 82% participation rate, but do not offer an automatic increase program. Four Seasons fosters an environment of retirement readiness in a "we can do this" way. Challenges they faced were inertia, 40% of the workforce having Spanish as a first language, 24/7 shifts, and average employee education at the high school level.

To surmount their challenges, Four Seasons used a two-phased approach with multiple components including the messages of how much is enough and are you on or off track to achieve an 80% income replacement ratio. Onsite bilingual meetings at 20 properties were conducted. Promotions of the meetings included posters, mailers with self-mailing tear-offs, TV screens promoting the key messages, and website promotions. The materials effectively combined English and Spanish, using elegant images suitable to the Four Seasons luxury image. The messaging was simple and uncluttered.

At the end of the campaign, employees were closer to their 80% replacement goal. Employees maximizing the match increased by 6% to a total of 54% contributing 5% of pay or greater to the plan. 25% of meeting attendees increased their contribution rates on the spot and more beneficiary information was captured. Most importantly, those on track for the 80% income replacement increased from 39% to 42%.





With High Distinction Gruma Corporation

Sponsored by MassMutual Retirement Services

Gruma Corporation is a global leader of corn and flour tortilla production, producer of wheat flour, plus other food products. More than 50% of its employees identify Spanish as their primary language and Mexican-American as their nationality. It was important that Gruma find a way to reach associates both in their language and in a way they could relate to culturally. The goal was to help employees take advantage of the retirement plan. The challenge was that most of the employees do not consider retirement as part of their futures. Most employees expect to work until it is physically impossible for them to continue.

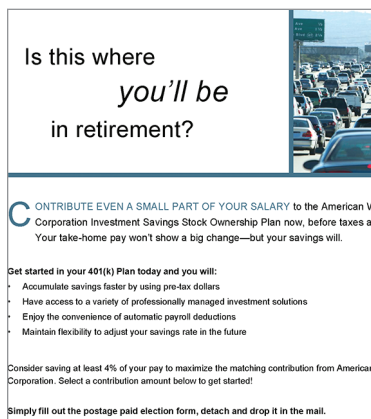
Along with a direct mail campaign in both Spanish and English, onsite interactions, e-mails, and posters, a video was created. The video production started with the language and culture, which made it unique. A Latino director was hired. Local HR support was enlisted. The video portrayed a cook after his first day of work at a new job in a conversation with his uncle. The video will continue to be used by Gruma in the future.

Employees got the message and plan participation rose nearly 10%. The average savings rate increased and the one-on-one sessions were well utilized, with a 62% action rate.



Plan Administration and Design Changes

Plan Administration and Design Changes involves announcing changes in a way that is easy to understand, educational, and engaging to employees. These communications will explain how the change benefits the employee, or effectively handle changes that may not be improvements to the participant.



Is this where
you'll be
in retirement?

CONTRIBUTE EVEN A SMALL PART OF YOUR SALARY to the American Woodmark Corporation Investment Savings Stock Ownership Plan now, before taxes and your take-home pay won't show a big change—but your savings will.

Get started in your 401(k) Plan today and you will:

- Accumulate savings faster by using pre-tax dollars
- Have access to a variety of professionally managed investment solutions
- Enjoy the convenience of automatic payroll deductions
- Maintain flexibility to adjust your savings rate in the future

Consider saving at least 4% of your pay to maximize the matching contribution from American Woodmark Corporation. Select a contribution amount below to get started!

Simply fill out the postage paid election form, detach and drop it in the mail.

With Highest Distinction American Woodmark Corporation Sponsored by The Newport Group

American Woodmark, a leading kitchen and bath cabinet manufacturer and distributor with 18 locations, knows that its employees have minimal knowledge and experience with investments and saving for retirement. In fact, saving for the future generally ranks fairly low on their spectrum of financial priorities. Although this isn't exclusive to American Woodmark, the company felt compelled to do something about it. It's their nature to be proactive, helping guide their employees to a better financial position later in life.

Due to high turnover in the first few years of employment, American Woodmark has a pension plan as a retention tool. However, the plan had to be frozen, which created the dilemma of how to help employees reach desired retirement outcomes. After years of consultations with service providers, research, and interviews with employees, the company discovered that the plan design and communications had to be simpler. Automatic enrollment was added and the complex investment lineup of 30 mutual funds was changed to add both target-date funds and model portfolios. An easy enrollment/change form was provided. To encourage high levels of savings it started with 8% on the left, decreasing to the right, instead of leading with the lower rate as was done in the past. Investment decisions were made easier by mapping and defaulting into a target-date fund.

The campaign used a "Journey to Retirement, Removing the Roadblocks" theme and began with the line "Every journey requires a first step." By keeping it simple and encouraging small steps, the goals of the campaign were achieved. Participation nearly doubled from 34% to 66%. Average contribution rates increased and 95% of the population is now invested in a diversified portfolio. By making changes to the lineup and revisiting consulting expenses, total plan operating costs dropped by 45%. That put money back in employees' pockets for retirement. Simplification, auto features, and default investments helped American Woodmark smoothly transition from a DB plan to an enhanced DC plan, ensuring their employees would continue to be guided down the road to retirement.





With High Distinction Blue Cross & Blue Shield of Rhode Island Sponsored by MassMutual Retirement Services

Blue Cross & Blue Shield of Rhode Island froze their DB plan at the end of 2013, while enhancing the features of the DC plan. This decision aligned with their mission to improve members' health and peace of mind by facilitating access to affordable, high-quality healthcare. In order to ensure employees understood the new plan design features and how to take advantage of them to be on track for retirement, the changes were announced in print to all of their approximately 1,000 employees. Additionally, group and one-on-one meetings were held. In analyzing the data, it was determined that 50% of the employees were deferring less than the new amount for auto-enrollment of 6%. Since all existing participants were to be bumped to 6%, it was imperative the message came through.

The comprehensive campaign mailings and in-person education covered the auto-enrollment change, match increase, auto-deferral increase, Roth addition, eligibility change, and the RetireSmart Ready tool. Using these campaign methods worked and the plan participation rate increased a little to 91%. The goal of getting the average savings rate to 6% was more than reached, and rose to 7.35%. The one-on-one meetings with 281 employees achieved a 36% action rate and 276 people attended group meetings. The ultimate achievement was that prior to the design changes 470 employees were deferring below 6%. After the communications only 96 were deferring below 6%. Now Blue Cross & Blue Shield of Rhode Island's employees will be financially healthier, keeping in line with their mission.



With Distinction Fujitsu Technology and Business of America, Inc. Sponsored by New York Life Retirement Plan Services

Fujitsu added Roth contributions to the 401(k) plan and wanted to help employees make good decisions about which mix of pre- and post-tax contributions are best suited to help them achieve their long term goals. The plan already had post-tax contributions, so education was needed on the two different types of post-tax contributions. Fujitsu looked at its past strong results in effecting change and decided to use many different types of media for this campaign.

The campaign leveraged a variety of custom components including e-mails, brainshark, animation, postcards, posters, flyers, and FAQs and articles in the company eNewsletter. The pieces helped employees understand that unlike Roth IRAs, there are no income limitations on Roth 401(k) contributions. New York Life provided an online Roth Analyzer. Using clear, concise messaging appropriate for tech-savvy employees helped the campaign be a success. 2.4% of participants deferred into Roth, with a steady increase since the end of 2013. Fujitsu is pleased with the number of employees currently making Roth 401(k) contributions. The campaign will be ongoing and will continue to help the Fujitsu employees make informed decisions about their retirement plan.

Plan Publications: Participant

This category is for general or specific publications designed to educate employees about any aspect of retirement planning and saving. Examples include newsletters, magazines, and brochures designed to be distributed to participants.



With Highest Distinction

The Principal Financial Group

Since 2008, The Principal has provided plan participants ages 50 and older with a newsletter that shares information about planning, saving, and retirement income. The publication is a supplement to targeted e-mail and mail campaigns. *The Principal Retirement Newsletter*SM is a consistent, quarterly communication that aims to keep pre-retirees engaged over time. In 2013, the newsletter went online only and underwent a new design and content strategy.

The goal of the new version was to maintain engagement with the target audience, drive account access promoting specific actions, drive online traffic, and to contribute to overall goals for deferrals, account consolidation, and planning tool use. As with any newsletter making the content timely, useful and actionable is key. The content needed to be written to be relevant to participants in thousands of different plans. Feedback was gathered to help further design the new version and content strategy. The format was updated in 2013 to include only 3 or 4 articles to keep the newsletter concise and user friendly.

The changes made to the newsletter were a huge success. Open rates increased to 34% and click-to-open rates to 29%. The tax spotlight issue even surpassed those rates with a 36% open rate. Account access also increased and 6.8% of those who opened the February issue clicked the log in link. Traffic to the website also increased more than 15%. Lastly, key overall goals showed improvement as well. Average deferral rates in the target group increased from 8.4% to 8.8%, with 52% of roll-ins and 68% of visits to the site from this group. As evidenced by the metrics, the publication is hitting the mark and continues to help participants convert savings to income with the timely information they need to be successful.



High Distinction Cardinal Health

Cardinal Health excels at helping hospitals, pharmacies, and ambulatory care facilities improve cost-efficiencies and effectiveness. When faced with a new transition requiring the 30,000-employee company to update their plan beneficiary forms, they incorporated the same successful strategies they used with their clients. Recognizing the complexity of reaching a widely dispersed audience (and expecting a timely response) working multiple shifts literally seven days a week and 24 hours a day, Cardinal Health practiced what they preached. They initiated a multi-channel, multi-touch campaign with the theme, “forgetting something?” Using one of our favorite office products—sticky notes—they employed a hand written font with the message “Make your beneficiaries top of mind,” and overlaid it with photos of the staff in posters, the website, and electronic media. This fun, yet effective approach was reinforced in team meetings and resulted in an increase of more than 140% of new forms updated and tripling the number of beneficiary forms on file.



Plan Publications: Sponsor/Advisor

This category is for general or specific publications designed to educate plan sponsors and/or advisors about any aspect of retirement planning and saving. Examples include newsletters, magazines, and brochures designed for use by those administering or servicing retirement plans.



With Highest Distinction Dimensional Fund Advisors

Dimensional Fund Advisors publishes *DC Dimensions* on a semi-annual basis. The publication addresses topical issues related to retirement planning both in the accumulation and de-accumulation phases. Each issue addresses thought-leadership on global plan design, fiduciary, regulatory, and legal issues. The content in each issue includes interviews and/or articles submitted by legal experts, plan sponsors, consultants, advisors, and leading thinkers in academia.

The goal of each issue is to inform industry stakeholders of developments, trends, and thought-leadership in the defined contribution space. The publication is issued in both hardcopy and electronic format. All issues are archived and are available free to the public on the Dimensional website.

Dimensional qualitatively measures the success of the publication via the quality of content and the growing list of industry experts that contribute to the publication. They were able to have the fathers of the modern 401(k) participate in a recent issue, which speaks to the growing quality of the publication. On the quantitative side, Dimensional measures the subscription base and breadth of distribution to determine the growth of readership. Throughout the course of three years they have received subscription requests spanning 12 countries, along with special requests for stand-alone reprints for some of the feature story articles. During three years readership has increased from a circulation of 500 to more than 6,000, and the web-based version received more than 1,500 hits per month.



With High Distinction J.P. Morgan Asset Management

J.P. Morgan Asset Management produces the *Journey* magazine as a bi-annual publication that delivers their latest research and thinking on retirement topics, and developments impacting decision makers in the defined contribution, retirement, and pension marketplace. They attempt to address each topic from a variety of perspectives—that of a plan sponsor, advisor, and participant.

The goal of the magazine is to share their industry-leading intellectual capital, investment solutions, and services with plan sponsors and advisors in an effort to help participants achieve better retirement outcomes.

The publication addresses a variety of defined contribution themes including plan design, investments, the legislative and regulatory landscape, retirement income, re-enrollment, asset allocation, and more. It also serves to encourage open dialogue within the retirement community on trending industry topics, with featured roundtable discussions from some of the industry's most respected advisors and plan sponsors.

The publication is one of a few targeting defined contribution plan decision makers. Hard copy circulation reaches more than 7,000 subscribers and digital subscribers number more than 11,000. The digital version also has a 20% click through rate, well above the 3% industry average. The publication also leverages social media to expand its reach. The latest issue reached more than 28,000 Twitter accounts and made more than 11,000 impressions on LinkedIn.

Feedback from subscribers of the *Journey* has been strong: "Journey is great...features important issues facing the retirement industry today." "I use [*Journey*] with my clients as I think this is really well done."

Retirement Readiness

How do we help employees determine how much to save or if they are on the right track? Encouraging them to save and invest is only a first step. To help them reach their retirement goals, we need to help them create a real plan for the future! This category includes campaigns that help employees with the retirement planning process.



**With Distinction: Tie
Averitt Express, Inc.**

**Sponsored by Wells Fargo
Institutional Retirement and Trust**

Averitt Express is a leading provider of freight transportation and supply chain management with international reach to more than 100 countries. It has more than 7,200 employees in 200 locations across 18 states. Averitt employees hold a diverse range of jobs, a significant portion of which are truck driving positions. Getting information to these workers can be challenging because when they are on the job, they are on the road.

The company is passionate about helping its employees prepare for retirement. In 2013, it launched a direct-mail communications campaign designed to increase participation in the company's retirement plan, increase contribution rates, increase the number of employees on track for having 80% of their pre-retirement income available in retirement, and increase the number of employees who receive plan and educational information electronically.

With the majority of employees being on the road and e-mail addresses tough to come by, mail to the home was important. Cutting through the mailbox clutter was also important. Employees received uniquely themed "Take-a-Peek" mailers with eye-catching imagery, complete with a fun scratch-off, personalized messaging, and an engaging call to action. After all, who doesn't want to peek or scratch to see if they won? The campaign also featured mailers that showed whether participants were "on track" or "off track" in their current retirement savings.

Thoughtful messaging and creative design yielded impressive results. Overall plan participation increased from 85.62% to 87.13%. More participants became registered web users, an increase from 21.9% to 30%. Other notable results included increased contribution rates, with a jump in the number of participants contributing 10% or higher. Creating an engaging process to get participants to take action allowed Averitt Express help their employees become more prepared for retirement.



With Distinction: Tie Wells Fargo Institutional Retirement and Trust

Wells Fargo Institutional Retirement and Trust supports more than 3,500 retirement plans with 3 million participants, all with varied demographics and work environments. As part of its communication program to make sure participants know where they stand in saving for retirement and their next best step, Wells Fargo developed a highly personalized communication that is sent directly to the homes of plan participants and eligible employees.

The goal of the communication, which asks “Is your retirement bucket filling up?” is to let participants know whether they are on track or off track to have 80% of their pre-retirement income available during the 25-30 years that is estimated many will spend retired.

Breaking away from the traditional charts and graphs, a bucket image is used. Readers saw how full their bucket was, then what contribution rate to consider to make up the difference. The content of the mailer is dynamic, based on information that Wells Fargo knows about each participant. It features approximately 40 personalized elements, including projected monthly income at retirement and an action plan for improving savings.

Since its launch, the mailer has achieved an overall take-action rate of 23.75%. Of participants who took action: more than 60% logged onto the retirement plan website to make changes or access online tools and 16.43% increased their contribution rate.

Recognizing that getting people to focus on their ability to retire based on their accumulated assets is important, Wells Fargo created a tool that got people’s attention and helped them be more prepared for a successful retirement.





20 N. Wacker Drive,
Suite 3700
Chicago, IL 60606



Connect with PSCA
312.419.1863
psca.org

