



7 systematic steps for optimising your pension comms strategy



1. Objectives

Mission Statement driven, considering the desired outcomes for

- Members
- the Pension Scheme
- HR; and
- the Company

And drafted SMART (so they're Specific, Measurable, Attainable, Relevant and Time-based).

Pioneering tactic:
Think like a Fitbit™



2. Target Audience

Using Demographic, Behavioural and/or Psychological factors to identify like-minded cohorts.

Pioneering tactic:
Take age down a peg or two



3. Timing

Driven by relevant events within the Employee Experience and Target Audience cohorts.

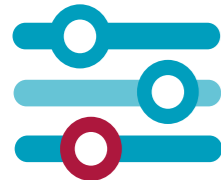
Pioneering tactic:
Ditch the annual calendar, and re-focus on the employee lifecycle



4. Key Messages

Objective and Target Audience driven; leading with 'why this matters' for each cohort, and written in a way that 'cuts through the noise' and is as plain and simple as possible.

Pioneering tactic:
Harness some positive vibes



5. Channels

Identifying relevant channels and deliverables for each cohort, and considering whether a multi-channel approach is necessary.

Pioneering tactic:
Turn the out of office on, and give the classics a twist



6. Design

Visually representing the required messaging and sentiments, and creating strong associations to your Company's brand and values.

Pioneering tactic:
Ditch the superficial and spark a reaction



7. Measures of Success

Based on your objectives, frequently tracked, and used to improve the communication strategy.

Pioneering tactic:
Don't be insane, ask for feedback