

## STRATEGY AND OBJECTIVES

### OBJECTIVES

- Help savers in understanding why they need a retirement goal
- Help savers understand what that goal might be for them
- Give them tools and guidance to take control of their retirement savings

### AIMS

- Segment communications and identify priorities/ member groups/profiles
- Members read communications
- Members demonstrate they understand communications they receive

### STRATEGIES

- Understand member profiles
- Conduct data research
- Consider 'target retirement' amounts/ pot sizes
- Apply 'target retirement' approach to each communication
- Agree brand/ look and feel for new approach
- Implement a new tone of voice
- Create specific campaigns
- Develop agreed tools

### MEASURES

- Strategy agreed and in place by [date]
- Member profiles identified by [date]
- Conduct member research and obtain feedback
- Set up communication feedback group
- Analytics and tracking on communication activity