

From the UK grime scene in 2022 to a vibrant throwback gameshow set in 2023, the Pension Attention campaign has been on an unexpected journey over the past two years. As we head into 2024, the pension megaphone will be looking for a destination as campaign planning begins.

### Campaign under the mallet 2023

Last year's campaign was infused with a splash of colour and bags of children's television enthusiasm, as our latest collaboration took the Pay Your Pension Some Attention campaign on an energetic journey back to the 80s and 90s. Teaming up with beloved childhood icon, Timmy Mallett, we infused a dash of Wacaday wisdom into the realm of pension planning, adding some nostalgic charm to boost awareness and encourage engagement.

The campaign led viewers to wonder, "have I really been putting off decisions about my pension for that long?" urging them to look back to yesterday and uncover those long-forgotten pension pots.

The campaign was led jointly by the Pensions and Lifetime Savings Association (PLSA) and the Association of British Insurers (ABI), and backed by household names in the pensions industry.

Mallett reached millions through social media channels, digital billboards and radio ads on 80s and 90s stations. The campaign also earned significant coverage in national and regional newspapers, on the radio, in pensions trade press and glossy magazines like *Heat* and *Good Housekeeping*.

But where the campaign could be found was not as important as how it impacted behaviour. Post-campaign surveys revealed a whopping 85 per cent acted after seeing it. Among them, 51 per cent accessed their pension account, 44 per cent



PLSA



## From a throwback to a look ahead

**Pensions and Lifetime Savings Association deputy director of policy, Joe Dabrowski, takes a look back at the UK's 2023 cross-industry Pay Your Pension Some Attention campaign, and reveals some early thoughts on the campaign's plans for the year ahead**

consulted family, and 40 per cent sought pension information. That means more than 3.5 million savers paid their pension some attention.

### The role of the European pensions industry

In the dynamic landscape of European pension schemes, this year has proven exceptionally busy, underscoring the need, now more than ever, to foster member engagement and enhance financial literacy. Supported by the pensions industry, this initiative offers a novel and engaging approach for schemes to connect with members.

Proactive engagement really is the key. Schemes can actively prompt members to review their existing pensions, encouraging reflection on current savings and the potential to increase contributions.

Keeping messages simple and goals clear, the initiative advocates for a

non-technical, bold communication style. In an environment where financial communications often risk being too dry, this approach strives to capture attention effectively.

Leveraging the campaign's enthusiasm, European pension schemes can refine their strategy, creating a personalised connection that contributes to the long-term financial wellbeing of members.

### What's next for the pensions megaphone?

Watch this space. Heading into 2024, the creative mill that is Pay Your Pension Some Attention has already begun its journey. Expect the unexpected when it comes to the pension megaphone!

This year, we're looking to make an even bigger impact for savers and a unified industry can encourage more people to engage and, ultimately, pay their pension some attention.