

Signature Awards

2020 PSCA Signature Award Winners

Winners were announced in May.

By Tobi Davis

PSCA's Signature Awards recognize exemplary retirement plan communications to both plan sponsors and plan participants. While effective communications and education have long been essential elements in helping American workers save for retirement, they are even more critical today as participants consider their options in the wake of the COVID-19 pandemic. Although the pandemic didn't hit until after this year's competition, PSCA knows that plan sponsors

look to their peers for ideas on how to reach employees and this year's winning campaigns may help with the situations that many companies are in right now. PSCA commends the hard work done by benefits teams, often with their provider partners, to create campaigns that go beyond the basics of communication and education.

Award-winning campaigns are those that engage employees and drive action, helping employees be better prepared for retirement. The winners are exam-

ples of what can work when a company values its retirement plan and its employees by striving to make the plan a best-in-class benefit for participants.

Congratulations to the 2020 winners! We applaud them and all the entrants for their hard work helping their participants. This year the judges chose 30 winners in 11 categories. Below is a complete listing of the winners and, on the following pages, a more detailed summary of each of the winning campaigns.

Signature Awards 2019 Full Winners List

Creating Culture Change

1st Place **Sonepar USA**

Events and Workshops

1st Place **Booz Allen Hamilton Inc.**

2nd Place **The University of Kentucky**

3rd Place **Raymond James Financial, Inc.**

Financial Wellness

1st Place **Ascend Performance Materials**

2nd Place **Dawn Food Products, Inc.**

3rd Place **Hy-Vee, Inc.**

Investment Education

1st Place **Akin Gump Strauss Hauer & Feld LLP**

2nd Place **California Institute of Technology**

3rd Place **JTEKT North America**

Overcoming Obstacles

1st Place **JBS and Pilgrim's Pride**

2nd Place **St. Luke's University Health Network**

3rd Place **Best Buy**

Plan Changes — Large Company

1st Place **Howard University**

2nd Place **Nestlé USA**

3rd Place **New York-Presbyterian**

Plan Changes — Small Company

1st Place **Mountaire Corporation**

2nd Place **Bose Corporation**

3rd Place **Palm Beach Sheriff's Office**

Promoting Participation — Large Company

1st Place **Community Health Systems, Inc.**

2nd Place **Gruma Corporation**

3rd Place **Bechtel with Empower Retirement**

Promoting Participation — Small Company

1st Place **NFL Player Benefits Office**

2nd Place **Ryan Specialty Group**

3rd Place **Red Wing Shoe Company**

Provider Campaigns — Participant Education

1st Place **MassMutual**

2nd Place **Principal®**

3rd Place **TIAA**

Provider Campaigns — Plan Sponsor Education

1st Place **Prudential Retirement**

2nd Place **Prudential Retirement**

Creating Culture Change 1st Place

Sonepar USA

with Schwab Retirement Plan Services, Inc.



Sonepar USA distributes electrical, industrial, and safety products, services, and solutions with 14 operating companies, and 700 US locations with 10,000 total employees.

Objective

- Sonepar wanted to unite associates under a company brand for retirement and health benefits and build a culture focused on associates taking ownership of their financial and physical well-being.

Method

- Worked with HR leaders to learn about cultural differences and perceptions in different parts of the country.
- In-person focus group with associates to learn about their views on money.
- Used financial education tools to address the needs of the majority.

Results

- Participation and savings rates increased over the years.
- Higher engagement in wellness events, and increased utilization of plan resources and advice.

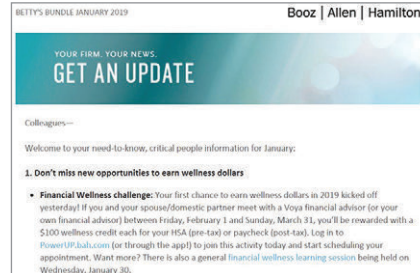
Why Did They Win?

- Inspiring video with a good tagline: “Life is Better with a Plan.”
- Strong HR leader advocacy program and vendor partnerships helped the company to effectively meet its goals.

Events and Workshops 1st Place

Booz Allen Hamilton Inc.

with Voya Financial



Booz Allen Hamilton Inc. provides management and technology consulting and engineering services with 28,870 employees across the country.

Objective

- Encourage employees and spouses/partners to assess their financial wellness, set financial and savings goals, and create an actionable plan to meet their financial objectives.

Method

- PowerUp Financial Wellness Challenge —gave a financial reward to participants who met with a financial advisor, with an additional amount if spouse/partner joined the meeting.
- Used internal newsletter, self-assessment, web-based group presentations, direct mail, custom link on HR website, and mobile app.

Results

- Of the 27,870 employees targeted, 945 people increased their deferral rate by 5 percent, 5,052 met with an advisor, 1,565 spouse/partners attended, and \$2.6M in assets rolled in from other plans.
- Nearly all employees surveyed (93 percent) felt they now knew where they stood in retirement.

Why Did They Win?

- Impressive number of employees who participated.
- HSA contribution or paycheck credit was a smart incentive.
- Nicely organized program with strong results.

Events and Workshops 2nd Place

The University of Kentucky

with TIAA



The University of Kentucky has 23,270 employees across its 16 colleges with very diverse backgrounds, education levels, and ages. Of the total employees, 9,905 were targeted in this campaign.

Objective

- Increase participation in voluntary plan and strengthen the partnership with TIAA with stronger promotion of TIAA as one of the plan’s vendors.
- Hold enrollment fairs with at least 25 percent participation.

Method

- Custom materials for each fair included flyers, quick enroll card, QR codes, raffle cards that doubled as consent-to-contact cards, customized Starbucks card with a call to action, TIAA ads on mobile devices, and geo-targeting for phones within 5 miles of campus.

Results

- Interacted with 625 employees, had 125 booked appointments which resulted in 212 enrollments in the voluntary plan, and 239 in the other plan.

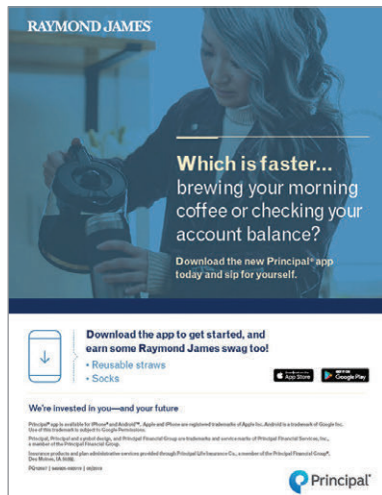
Why Did They Win?

- Comprehensive campaign with simple, consistent messaging.
- Geo-targeting on mobile devices was interesting and smart.
- Materials were colorful and easy to read.

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Events and Workshops 3rd Place

Raymond James Financial, Inc.
with Principal®



Raymond James is a multinational financial services firm with 8,100 financial advisors globally and 13,283 total U.S. employees.

Objective

- Amplify Raymond James as a key partner in retirement planning and increase employees' awareness of, and engagement in, the company's retirement offering.

Method

- Held benefits fairs during National Retirement Security Week.
- Prizes for downloading the Principal mobile app, plan appreciation quiz with prizes, intranet messages, posters, flyers, handouts, and virtual meetings.

Results

- A quarter (25.3 percent) completed the quiz, 5.5 percent downloaded or used the mobile app, 2.8 percent increased deferrals with an average increase of 5.6 percent, and 2.9 percent engaged with a planner.

Why Did They Win?

- Comprehensive outreach with a strong message and good results.
- Quiz was a great way to educate interactively.
- Prizes aligned with corporate culture were unique.

Financial Wellness 1st Place

Ascend Performance Materials
with Transamerica



Ascend Performance Materials produces PA66 resin and is a global provider of plastics, fibers, and chemicals with nine global locations and 2,386 employees.

Objective

- Deliver annual holistic well-being benefit.
- Provide opportunity for employees who work multiple shifts seven days a week to meet individually with a Transamerica consultant.

Method

- Financial wellness program using educational challenges awarding wellness points to address employees' concerns based on age and financial situation.
- Three learning paths: Money Management Basics, Financial Planning 101, and Get Ready to Retire.

Results

- The program received a 4.4 out of 5 rating.
- Of 2,386 employees, 221 completed entire learning path and 732 individual courses were completed.

Why Did They Win?

- Campaign was targeted, offered many avenues to get information and counseling, and it made good use of a comprehension test.
- Used educational challenges to increase engagement.
- Good results.

Financial Wellness 2nd Place

Dawn Food Products, Inc.
with Prudential Retirement



Dawn Foods, a family-owned company, is a global manufacturer of bakery ingredients headquartered in Jackson, Michigan, with 2,600 U.S. employees and 5,000 globally.

Objective

- Promote the use of after-tax sources in the 401(k) plan for emergency savings and raise awareness of new tools on the website including one for easing student loan debt.

Method

- Benefit fairs throughout the year, print, e-newsletters, direct mail, on-demand learning, website tools, video, and manager's toolkit for HR.

Results

- Emergency savings campaign: 60 people used it during the year, email engagement garnered 23–25 percent open rates and a 2.5 percent click rate.
- Financial wellness program: 22 percent visited the site.
- Student loan assistance tool: 37 accounts were created.

Why Did They Win?

- Company provided innovative solutions for emergency savings and student loan debt.
- Created programs that addressed the specific financial challenges of the employees.

Financial Wellness

3rd Place

Hy-Vee, Inc.
with Principal®



Hy-Vee is an employee-owned supermarket chain with more than 300 stores across the Midwest, with a total of 82,250 employees, a quarter of whom were targeted in this campaign.

Objective

- Support retirement readiness using educational content from Principal by adding financial wellness to existing wellness program.

Method

- Webinars on financial topics and one-on-one meetings with Principal representatives.
- Direct mail, intranet messaging, and monetary credits for completing tasks.

Results

- More than 7,000 employees and 800 spouses viewed a webinar or attended a meeting — 32 percent of the targeted audience.

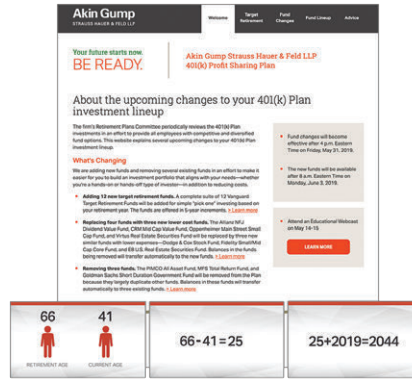
Why Did They Win?

- Wove financial wellness with overall wellbeing.
- Rewarded participation.
- Created a program that resonated with the targeted audience.

Investment Education

1st Place

Akin Gump Strauss Hauer & Feld LLP
with Voya Financial



Akin Gump Strauss Hauer & Feld LLP is a 75-year old leading international law firm with 1,450 total employees.

Objective

- Provide information and education about fund lineup changes and encourage employees with questions to talk to an advisor.

Method

- Phased communications using emails, e-book, webcasts, Target-date Fund video, direct mail, onsite programs, local HR outreach, and “Be Well” points for participation.

Results

- Initial email had an 82.4 percent open rate and a 4 percent click rate; ongoing emails had a 40–75 percent open rate.
- Fund change book had 1,021 unique views.
- Onsite sessions had 75 attendees and 160 employees met in one-on-one sessions.

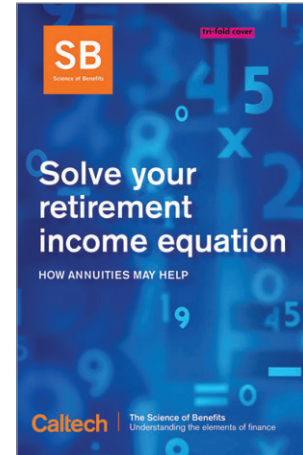
Why Did They Win?

- Thorough, well planned, and well-executed campaign.
- Subtle and clean design with well-written materials that were easy to navigate.
- Used creative tools such as e-book and animated video.
- Offering “Be Well” points added a fun way to get engagement.

Investment Education

2nd Place

California Institute of Technology
with TIAA



The California Institute of Technology (Caltech) is a science and engineering research and education institution, with 10,000 total employees.

Objective

- Educate employees about annuities and lifetime income.

Method

- Kick-off event with TIAA's Vice President of Actuarial Consulting Services.
- Postcard, email, and a self-mailer with card that could attach to an ID lanyard.

Results

- Initial email had a 34 percent open rate and an 11 percent click rate.
- Nearly sixty percent of event attendees contributed assets to a fixed annuity within 90 days.
- A 39 percent increase in use of web-based lifetime income modeling tool.

Why Did They Win?

- Creative theme, “Solve your retirement income equation,” and “The Science of Benefits: Understanding the elements of finance,” was a nice tie in to CalTech.
- Clever use of a cut-out card with contact information to reach a consultant (which could be added to participants’ existing ID badge lanyards).

Investment Education 3rd Place

JTEKT North America
with Prudential Retirement



JTEKT North America is a global supplier of automotive steering systems and driveline components, bearings, and machine tools with 6,000 employees.

Objective

- Introduce a new guaranteed income solution. Provide employees with help on income security in retirement, and education on a new offering.

Method

- Add Prudential's asset allocation program with IncomeFlex as the new QDIA and auto-enroll employees into it.
- Direct mailings, emails, handouts for HR reps providing one-on-one education, microsite, QDIA notice, fund fact sheet, and video.

Results

- Fewer than 1 percent of automatically enrolled participants opted out of IncomeFlex.

Why Did They Win?

- Used appropriately targeted and relevant messaging with clear action steps for each group.
- Good use of an interactive, easy-to-use modeling tool to help participants explore different future scenarios.

Overcoming Obstacles 1st Place

JBS and Pilgrim's Pride
with Empower Retirement



JBS® USA is a leading beef and pork processor in the U.S. and a leading processor of beef in Canada with a very diverse employee population of 100,000 with more than 30 different native languages spoken.

Objective

- Educate non-corporate employees on the benefits of the 401(k) plan.

Method

- Created a “What is a 401(k)?” video using JBS employees speaking in their own native languages about their experiences with the plan.
- Company will continue to use the video with new hires and will create material from it for the HR staff to use on Facebook and to put in break rooms.

Results

- In the first 5 months, participation increased three percent by employees age 44 and younger, and participation increased 7 percent among those with fewer than 3 years of service.
- Average savings rates increased by 4 percent.

Why Did They Win?

- Judges loved the use of employees speaking their own languages in the video.

Overcoming Obstacles 2nd Place

St. Luke's University Health Network
with Transamerica



St. Luke's University Health Network, headquartered in Allentown, Pennsylvania, is a fully integrated, regional, nonprofit hospital network of more than 15,000 employees providing services at 10 hospitals and over 300 outpatient sites, including a school of medicine and nursing school.

Objective

- Increase plan awareness, visibility, participation, and personal interactions with Transamerica Retirement Planning Consultants (RPC).
- Challenged by high growth rate and generous employer non-elective contribution in lieu of a match.

Method

- Used internal rewards program to encourage employees to watch videos about the plan.
- Created life-sized cutouts of the RPCs who were regularly onsite and placed them in various St. Luke's locations.

Results

- Exceeded overall participation rate goal of 50 percent — went from 38.8 percent to 53.8 percent.
- RPCs interacted with 2,272 employees and 892 increased deferral rates, and 353 enrolled in addition to those who were automatically enrolled.

Why Did They Win?

- Innovative use of cardboard cutouts of the consultants which was a good way to welcome employees and make the individual meetings less intimidating.

Overcoming Obstacles 3rd Place

Best Buy

with Voya Financial



Best Buy is a provider of technology products and services with 1,500 stores and more than 100,000 U.S. employees.

Objective

- Increase employee engagement with the plan to help them achieve greater financial wellness.
- Increase use of a new emergency savings program.

Method

- Website, emails, videos, golf-themed materials for benefits fairs, and sweepstakes to encourage beneficiary designations with cash prizes.

Results

- Emergency savings program: email open rate of 24.3 percent, and more than 2,300 employees opened an emergency account.
- Benefit fairs: email open rate of 28.6 percent, 25.7 percent logged into website, and 656 employees enrolled in the plan.
- Beneficiary campaign: email had a 25.5 percent open rate, and 20 percent took action.

Why Did They Win?

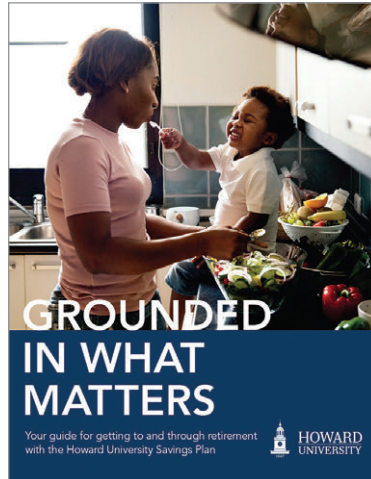
- Provided different ways for the associates to get involved and act.
- Used QR codes to help keep things moving in the moment.

Plan Changes — Large Company

1st Place

Howard University

with TIAA



Howard University is a private research university with three schools and colleges and nearly 6,000 employees.

Objective

- Convert from multiple vendors to one.
- Simplify the retirement planning experience for employees.
- Engage and motivate participants to take advantage of the benefits.

Method

- Brochure, emails, website messages, live seminars, 10-minute on-demand presentation, TIAA consultants staffed information desks at various locations, and one-on-one meetings.

Results

- Decrease in call volume post-conversion.
- On-site events garnered 845 employees, 460 attended a seminar, 120 spoke with reps at the information desks, 1,045 people updated beneficiary information, 314 met with a financial consultant, and 129 used online advice.

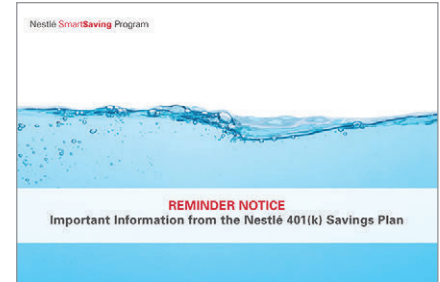
Why Did They Win?

- Simple and engaging materials with great results.

Plan Changes — Large Company

2nd Place

Nestlé USA



Nestlé in the United States has 51,000 employees in more than 120 locations and across 47 states manufacturing a variety of food and beverage products across eight brands.

Objective

- Seamlessly transfer Nestlé Waters Savings Plan to Nestlé Savings Plan.
- Manage the retirement plan change while also changing health and wellness providers so as not to overwhelm employees.

Method

- Re-enrollment of Nestlé Waters employees, but investments were mapped for them.
- Letter, notices, enrollment kits, emails, webinars, on-site workshops, post cards, and HR checklist.

Results

- Nearly universal participation (98.8 percent) with 96 percent deferring at or above the match level.
- All assets transferred successfully as scheduled.

Why Did They Win?

- Conversion was successful and they achieved an almost 99 percent participation rate using an active enrollment.

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Plan Changes — Large Company 3rd Place

NewYork-Presbyterian
with Prudential Retirement



NewYork-Presbyterian is a world-class academic medical center with more than 40,000 employees.

Objective

- Communicate consolidation of 13 plans into 4 and transition to Prudential, along with investment changes.

Method

- Print pieces mailed to home, welcome video on old website, new website, emails, brochure, letters, post cards, expos and fairs, special branding, screen savers for employee workstations, tech tattoos, and microfiber cloths.

Results

- 51,000 accounts transferred with \$1.7B in assets moved.
- Twenty thousand employees registered on the website, 2,416 designated a beneficiary, and 10,637 changed contributions.

Why Did They Win?

- Remarkable engagement.

Plan Changes — Small Company 1st Place

Mountaire Corporation
with Lincoln Financial Group



Mountaire Corporation is the seventh largest agricultural food processing company in the nation with 33 facilities across the country and more than 8,000 employees, half of whom are originally from other countries.

Objective

- Make it easier for employees to engage with the retirement plan by consolidating account tracking.
- Increase the number of employees using the plan's website.

Method

- Posters in three languages, mailer, tri-fold card near computer kiosks, and step-by-step guide for HR departments.

Results

- Seventy-six percent increase in online registrations, 82 percent increase in log-ins, 96 percent increase in page views, and 526 contribution changes.

Why Did They Win?

- Excellent print campaign in multiple languages with great results.

Plan Changes — Small Company 2nd Place

Bose Corporation
with Empower Retirement



Bose Corporation, manufacturer of audio products, has more than 3,000 employees including engineers, developers, researchers, retailers, and marketers.

Objective

- Effectively communicate addition of Roth contributions.

Method

- Benefit fair, postcard, and emails using branding to tie in with the company's products.

Results

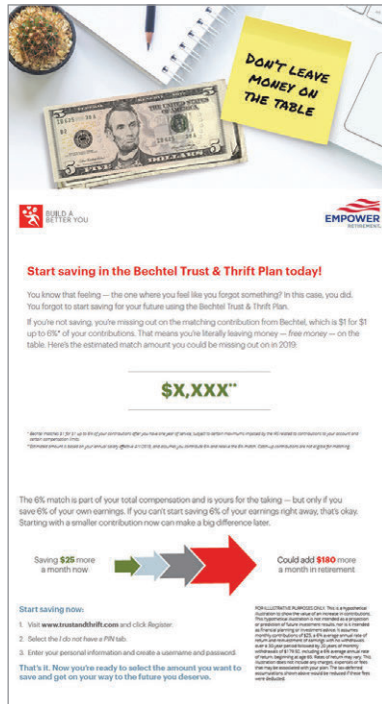
- Email open rates of 21–37 percent, click-through rates of 2.5–7.16 percent, with four percent of employees electing Roth contributions.

Why Did They Win?

- Image/animation speaks to their business using a fun sound wave look.
- Used multiple avenues of communication.

Promoting Participation — Large Company 3rd Place

Bechtel
with Empower Retirement



Bechtel is an engineering, construction and project management company with 8,690 employees.

Objective

- Increase already high participation in a plan not using automatic enrollment.

Method

- Focused on match “left on the table.”
- Emails, mailers, table tents, posters, flyers, and QR codes.

Results

- Exceeded goal of a five percent response rate with a 16.8 percent response rate, and 145 enrollments.
- Overall participation increased from 87.7 to 89.2 percent.

Why Did They Win?

- Engaged the HR partners to assess each location’s unique culture.
- Used multiple delivery methods, including QR codes on the posters.

Promoting Participation — Small Company 1st Place

NFL Player Benefits Office



The NFL Player Benefits Office (NFLPBO) was established by the NFL and NFLPA to assist in the administration of the NFL Player Retirement Plan and has 12,600 employees.

Objective

- Use annual rookie campaign to educate and provide guidance regarding the 401(k) plan, learning from the prior year what worked and what didn’t.
- Encourage maxing-out contributions.

Method

- Print, digital, and personal touchpoints.
- Eight-minute animated video, printed guidebook, and streamlined beneficiary designation process.

Results

- Rookie enrollment increased 13 percent over the prior year, personal session enrollment up eight percent, and online enrollment up 18 percent.
- Sixty percent of enrollees maxed out their contributions
- Beneficiary designations increased 43 percent from prior year.

Why Did They Win?

- Material was clearly written and did an excellent job comparing hypothetical players who maximized their contributions against players who did not.
- Great job of explaining what a 401(k) is.
- Video really spoke to the young adult audience.
- Impressive results.

Promoting Participation — Small Company 2nd Place

Ryan Specialty Group
with Empower Retirement



Ryan Specialty Group (RSG) is an international specialty insurance organization with 2,400 employees.

Objective

- Educate employees on resources available through Empower.
- Remind employees they can and should review their investments even though they are automatically enrolled in the plan.

Method

- Quarterly emails to targeted groups with unique messages.
- Screenshots of website areas most pertinent to users.

Results

- Open rates of 42-78 percent with click rates of 4–22 percent.
- Nearly all employees (95 percent) logged into website with 550 new users.
- Three-fourths diversified their investments.

Why Did They Win?

- Used targeting effectively.
- Key takeaways were highlighted, brief, and well written.

Promoting Participation – Small Company 3rd Place

Red Wing Shoe Company
with Transamerica



Red Wing Shoe Company, Inc. is a privately-held company headquartered in Red Wing, MN that owns and operates two manufacturing plants in the United States with 2,000 total employees.

Objective

- Promote nonqualified deferred compensation plan to eligible employees.

Method

- Emails, plan highlights brochure, and live and recorded presentations.

Results

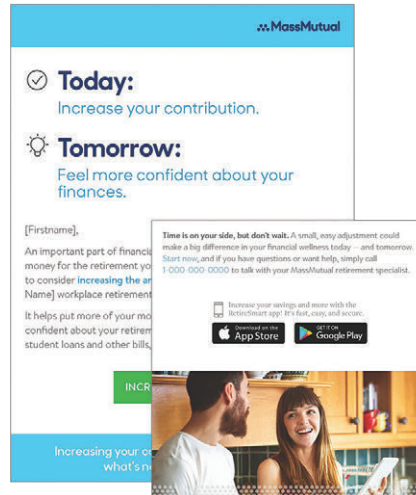
- More than 25 percent of those targeted enrolled, an increase of 47 percent from the prior year.
- Email open rates from 25.6–38.7 percent with click-through rates of 7.0–13.3 percent.

Why Did They Win?

- Captured the feel of the company with the images used and contained well written, brief messages with links to take action.
- Good employee response rates.

Provider Campaigns – Participant Education 1st Place

MassMutual



Objective

- Use annual campaign to educate and inspire participants to take positive action towards saving for retirement.

Method

- Segmentation of participants into Starters, Jugglers, Day-to-Day, Self-Assured, and Well-established.
- Used a “today/tomorrow” message.
- Emails, letters, custom website landing pages, app notifications, and e-newsletters.

Results

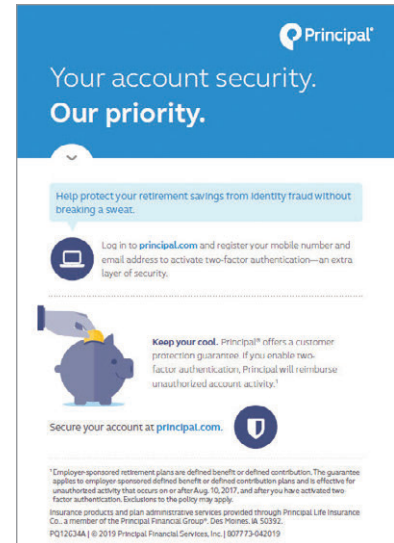
- Reached 2.5 million participants and had a 1.7 percent response rate.

Why Did They Win?

- Targeting by personas made each email seem personal, rather than generic.
- Messaging was clear and concise with the today/tomorrow theme making a strong connection between the actions the participant takes today and their happiness tomorrow.
- Calls to action were clever and insightful, such as a birthday email that read “Today I’m celebrating me!”

Provider Campaigns – Participant Education 2nd Place

Principal®



Objective

- Increase online engagement and usage of multi-factor authentication (MFA) for increased account security.

Method

- Used Salesforce Marketing Cloud to trigger daily emails based on person’s login history.
- Images based on age group, and personalized call to action determined by whether MFA was in place.
- Quarterly direct mail to those without email on file.

Results

- Accounts were secured by 6.6 percent of targeted group.
- Some increased deferrals and designated beneficiaries.

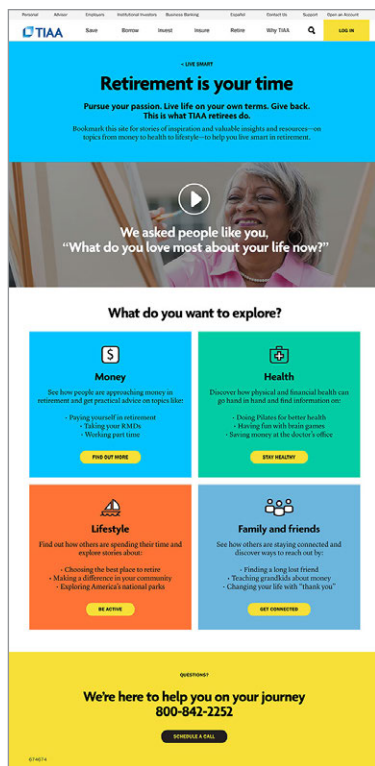
Why Did They Win?

- Made good use of technology using real-time data to engage those who had not logged into their account in more than a year.

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Provider Campaigns — Participant Education 3rd Place

TIAA



Objective

- LiveSmart Program created to provide unbiased education and guidance to retirees and those age 70 and older.

Method

- Program overview, videos, personal URL, and Required Minimum Distribution (RMD) resource center.
- Data-driven messaging.
- Phone calls, emails, direct mail, and website.

Results

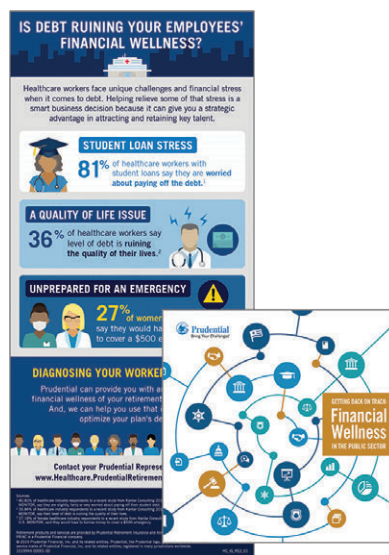
- Reached more than 400,000 participants.
- Emails had a 60 percent open rate with a 14 percent click-through rate.
- The RMD page received 88,000 visitors and 14,500 people supplied an email address.

Why Did They Win?

- Focused on an often overlooked and under-engaged segment of the participant population.

Provider Campaigns — Plan Sponsor Education 1st Place

Prudential Retirement



Objective

- Create marketing campaigns based on company industry to educate advisors, plan sponsors, and participants.

Method

- Identified four industry segments: healthcare, Taft-Hartley, manufacturing, and public sector.
- Emails, website messaging, social media, events, magazine advertising, and ads on the New York Times Square jumbotron.
- Each campaign related to an important day/event for each industry, for example, Nurses Week, Labor Day, and Manufacturing Day.

Results

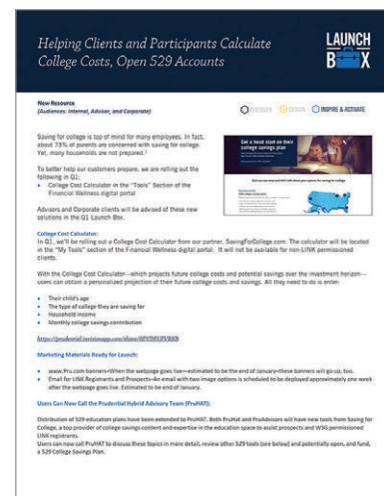
- Emailed more than 1,200 public employers, 3,000 healthcare employees, 750 union leaders, and 4,000 manufacturing employers, with good response rates

Why Did They Win?

- They knew their audiences very well and had a clear picture of the outcomes they wanted.
- Good job using relevant communication channels.
- Careful timing of each campaign.
- Infographics provided a quick summary view of the messages.

Provider Campaigns — Plan Sponsor Education 2nd Place

Prudential Retirement



Objective

- Create consistent, branded messaging delivered quarterly to establish better communications with clients and advisor partners.

Method

- Launchbox product used newsletters for internal use, for advisors, for corporate plan sponsor clients, and for tax-exempt plan sponsor clients.
- Emails, pdfs, and Sharepoint site.

Results

- High open rates and click through rates of 18.5–23.5 percent

Why Did They Win?

- Solid solution for communicating to diverse groups with different needs and interests.
- Good audience segmentation to avoid overwhelming people with information not interesting to them.
- Internal use by sales was a good approach.