

# Award-winning results

Honoring excellence in marketing and communications



Education continues to be an essential element in helping American workers save for retirement. Marketing communications and educational programs are even more critical today as participants tackle rising inflation, college debt, and lower wages.

Challenges include how to communicate and what messages to give. Over the past five years, the ADP TotalSource Retirement Savings Plan has been recognized for outstanding retirement plan education and communications, with a focus on creativity, unique themes, and measurable outcomes.



The Pensions & Investments<sup>1</sup> Eddy Awards were created over 25 years ago to identify and reward the best practices in providing personalized retirement plan education and communication to defined contribution plan participants. The awards are judged by an independent panel of plan sponsors and consultants.

## 2020 – First Place

**Category:** Pre-retirement preparation

**Campaign title:** Where are you on the road to retirement?

**Objective:** Encourage participants to think about retirement planning and steps they can take to better prepare by using the new Retirement Planning Guide website and attending webinars.



## 2021 – Second Place

**Category:** Financial wellness

**Campaign title:** Financial wellness begins with you!

**Objective:** Encourage participants to think about what financial wellness means, take the financial wellness assessment to evaluate their current financial health, attend webinars to learn more and take the 'next best steps' to improve financial wellness.



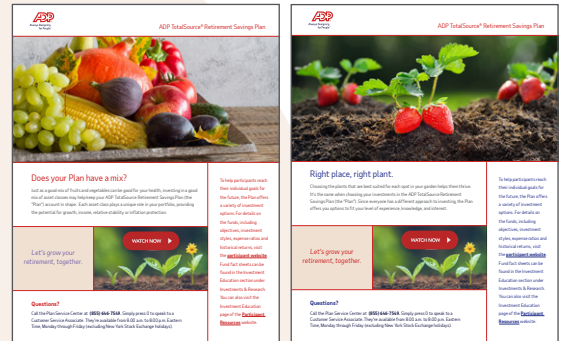


## 2023 – First Place

**Category:** Investment education

**Campaign title:** Let's grow your retirement together.

**Objective:** Through a series of videos, educate participants on investment topics, investment options and target date funds so they feel empowered to make informed investment decisions.

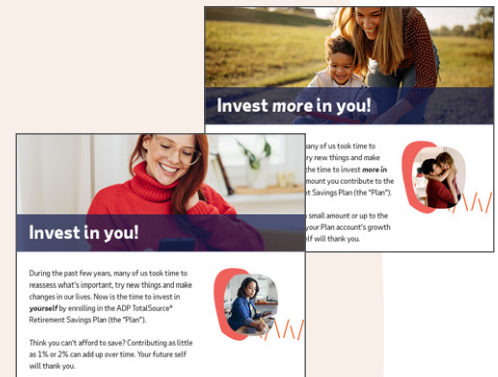


## 2023 – Honorable Mention

**Category:** Special projects

**Campaign title:** Invest in you!

**Objective:** Educate women to learn more about how to make the most of their retirement savings and to empower them to take control of their financial future by overcoming financial obstacles.



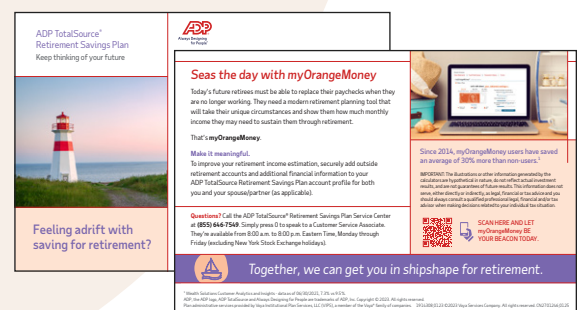
## 2024 – First Place

**Category:** Pre-retirement preparation

**Campaign title:** Smooth sailing into retirement.

**Objective:** Encourage participants to think about retirement planning and steps they can take to better prepare by using the refreshed Retirement Planning Guide website (originally launched in 2019). Building on the success of the first campaign, the Plan expanded the objectives to:

1. Encourage participants to incorporate outside assets into myOrangeMoney to get a better picture of retirement readiness.
2. Meet with a Voya Retirement Advisor to discuss specific pre-retirement needs.
3. Educate participants about draw-down strategy and creating income stream for retirement.
4. Educate participants about the new Social Security guidance tool now available.





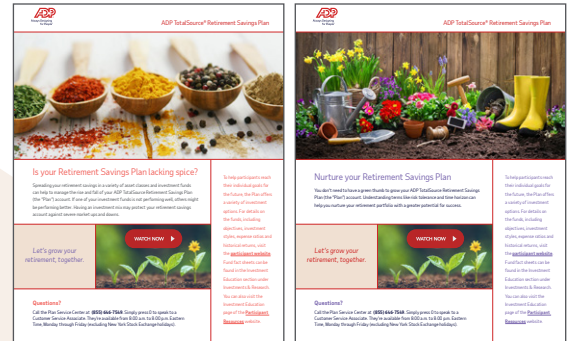
PSCA's<sup>2</sup> annual Signature Awards is a competition designed to honor excellence in plan communication and financial education. By sponsoring the Signature Awards competition, PSCA encourages the sharing of communication ideas and rewards excellence in defined contribution plan communication and education.

## 2022 – First Place

**Category:** Investment education

**Campaign title:** Let's grow your retirement together.

**Objective:** Through a series of videos, educate participants on investment topics, investment options and target date funds so they feel empowered to make informed investment decisions.

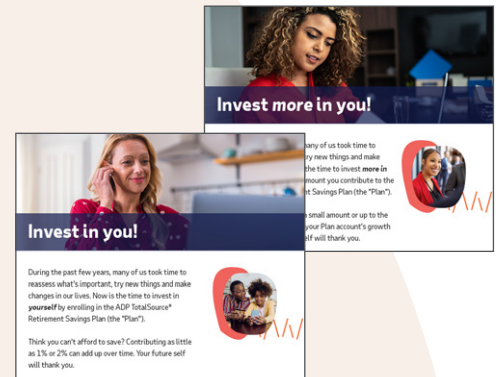


## 2023 – First Place

**Category:** Emphasizing diversity and inclusion

**Campaign title:** Invest in you!

**Objective:** Educate women to learn more about how to make the most of their retirement savings and to empower them to take control of their financial future by overcoming financial obstacles.



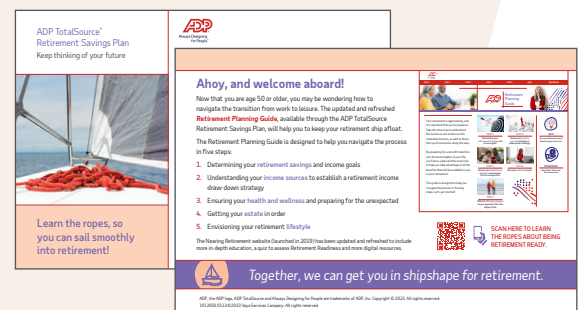
## 2024 – First Place

**Category:** Financial wellness

**Campaign title:** Smooth sailing into retirement.

**Objective:** Encourage participants to think about retirement planning and steps they can take to better prepare by using the refreshed Retirement Planning Guide website (originally launched in 2019). Building on the success of the first campaign, the Plan expanded the objectives to:

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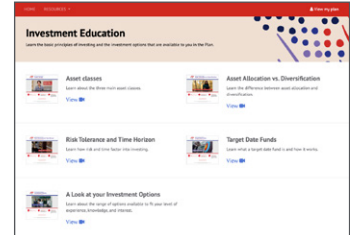


The Viddy Awards<sup>3</sup> was founded as the Videographer Awards in 1995 by a group of videographers, editors, producers, writers, and directors. Their mission was to honor excellence in all aspects of video production. Administered and judged by the Association of Marketing and Communication Professionals, the Viddy Award recognizes excellence in the way video is created, produced, and delivered.

## 2022 - Platinum

**Title:** Investment education

**Objective:** Through a series of videos, educate participants on investment topics, investment options and target date funds so they feel empowered to make informed investment decisions.



[Click to view series.](#)

## 2022 - Gold

**Title:** How to Enroll

**Objective:** To help overcome obstacles with enrolling in the Plan, two videos were created to walk participants through the process.



[Click to view Auto Enrollment video.](#)



[Click to view Non Auto Enrollment video.](#)

## 2022 - Honorable mention

**Title:** Mobile Solutions app

**Objective:** Educate participants on the ADP Mobile Solutions app that connects them directly to their Plan account via single sign-on.



[Click to view video.](#)

To learn more, please contact your dedicated ADP TotalSource<sup>®</sup> 401(k) Specialist at 844-448-0325.

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