



feature**link**



Department
for Work &
Pensions

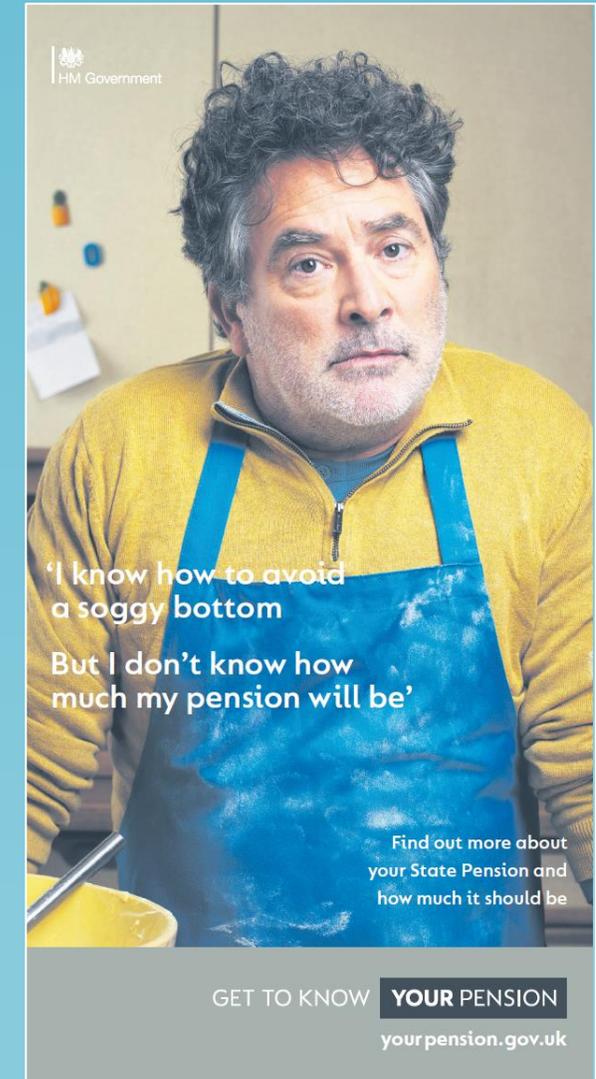
Case Study – The Department of Work and Pensions
'Get To Know Your Pension'

'Get To Know Your Pension'

The Department for Work and Pensions ran a Featurelink campaign encouraging people to better understand their state pension and highlighting the benefits of workplace pensions. The DWP campaign ran for three weeks in over 20 local daily and weekly titles.

The challenge

- DWP found that many members of the public were not aware of the benefits of having a state and workplace pension scheme. DWP wanted to raise awareness so that people could better understand the pension schemes and start utilising the service.
- DWP also aimed to ensure that the pension schemes available were less complicated and more accessible. The campaign aimed to end this stigma around pension schemes and simplify the process.



Get to know your pension

You know how much a newspaper costs, you know what your mobile phone bill is, and you certainly know what you take home each month. But do you know your State Pension?

Your State Pension is based on your National Insurance record. The full amount of the new State Pension is £159.55 a week, which works out around £8,300 a year, but what you get may be either more or less than this, depending on your circumstances.

It's important to think carefully about the level of income you'd like when you retire and how you plan to fund that – what's your target?

Whilst the State Pension forms the foundation, most people see the benefits of saving into a Workplace Pension to build up their pension pot and help provide for the lifestyle they want in later life.

Paying into a Workplace Pension whilst you're working is one of the best ways to save for your future, as when you pay in, your boss does too. And, the sooner you start, the more your savings can grow.

You can get a state pension forecast online at any time, which will confirm the amount you're likely to get, and when you'll be able to claim it, under the current legislation.



Get to know your State Pension by visiting our website at: yourpension.gov.uk

The website also includes information and tools, designed to ensure you get to know everything you need to about your pension. It offers tailored advice based on your age, whether you're just starting out in work, or starting to plan for your retirement.

Through Featurelink the aim was to:

- To raise awareness within the right target audience. 52% of local news brand readers are ABC1s (TGI 2017). By advertising in local newspapers they were able to target their demographic directly and generate awareness at the source.
- The data hub for local media in print and online, JICREG, was used to distinguish the most effective titles based on location. Through this, Featurelink was able to deliver to an highly contextualised environment.
- Using the Featurelink service, the 'Get to Know Your Pension' campaign ran alongside advertorial features in local print, providing all the information needed.

'Rwy'n gwybod pan
oedd afocado ar gyfer
ystafelloedd ymolchi

Ond dydw i ddim yn
gwybod faint fydd fy
mhensiwn'

Dewch i wybod mwy am
eich Pensiwn y Wladwriaeth
a faint ddylai fod

DOD I WYBOD AM **EICH PENSIWN**

yourpension.gov.uk

*"The Featurelink platform allows us
to deliver our message to smaller,
tighter knit communities, with
broader reach alongside careful
targeting.*

*Government campaigns rely heavily
on public trust, and the use of local
voices and trusted channels has a real
impact on our campaign work." –
Emma Burroughs, Communications
Officer, Department for Work and
Pensions.*



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