



Evaluating the Results

BENEFICIARY ELECTION CAMPAIGN.

Relevant campaign motivated participants to act

OPPORTUNITY:

A global manufacturing company with over 6,500 participants and over \$500 million in Plan assets wanted to increase the number of participants with beneficiary information on file.

T GOAL:

Motivate participants to choose beneficiaries for their plan account.

AUDIENCE:

The campaign targeted all participants with a balance.

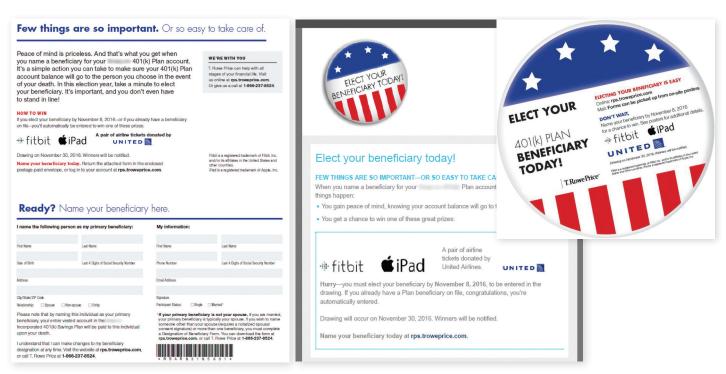
RESULTS:

983 participants made a beneficiary election (including 541 online and 356 by mail). 13% total increase in participants with beneficiary information on file.

solution:

An election-themed:

- Multichannel campaign, which included an email, letter, brochures with election forms, posters with beneficiary forms and mirror clings for offices.
- Beneficiary election contest to motivate action, with awards for randomly selected participants who elected beneficiaries
 during the campaign.



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