



Max the match campaign

Case study: Will age-based messaging get participants to save more?

The opportunity

A global pharmaceutical company with strong plan participation had a population of participants who were saving below the 6% company match threshold.

The solution

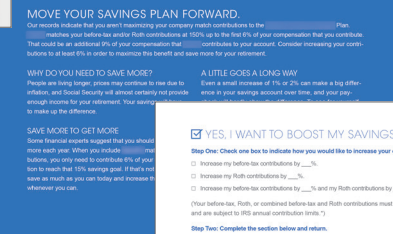
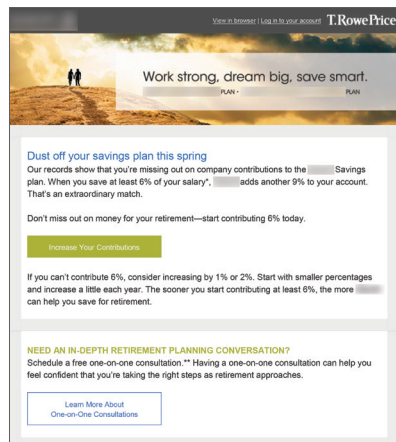
Participants who saved below 6% were missing out on extra savings. T. Rowe Price created a multichannel campaign that targeted those saving less than 6%. The campaign used age-based messaging and emphasized the benefits of saving to the match.

- **Stage one:** Short, action-oriented emails with separate versions for those under and over the age of 50.
- **Stage two:** Benefit-driven flyer that included a tear-off deferral increase card participants could easily fill out and mail to T. Rowe Price.

The results

14%
increased their deferral rate.

10%
increased their deferral rate at least enough to maximize the match.



YES, I WANT TO BOOST MY SAVINGS.

Step One: Check one box to indicate how you would like to increase your contributions.

Increase my before-tax contributions by ___%.

Increase my Roth contributions by ___%.

Increase my before-tax contributions by ___% and my Roth contributions by ___%.

(Your before-tax, Roth, or combined before-tax and Roth contributions must be made in whole percentages from 1% to 75% and are subject to IRS annual contribution limits.)


Step Two: Complete the section below and return.

Name _____ Call for signs of Social Security Number _____

Signature _____ Phone Number _____ Email address _____

I understand that I can make changes to my account by visiting the website at go.troweprice.com or by calling T. Rowe Price at 1-800-838-1907.

*Any mandatory deductions will be taken out before salary debits. Please complete this card and return it in the enclosed postage-paid envelope.



To learn more, contact your T. Rowe Price representative.