

Wisconsin Deferred Compensation Program Wins MarCom Award

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Way to go to **Shelly Schueller** and the **Wisconsin Deferred Compensation Program (WDC)** for receiving a Platinum MarCom Award and two honorable mentions.

According to its website, "MarCom Awards is a creative [international] competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs.

"Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

"The MarCom statuette graces the trophy cases of some of the top business and communication firms in the world. The MarCom competition has grown to perhaps the largest of its kind in the world with about 6,000 entries per year. A look at the winners shows a range in size from individuals to media conglomerates and Fortune 50 companies."

Platinum Award

The WDC, administered by Empower Retirement, won a platinum award for its *Managed Account Free Look Campaign*.



This campaign offered WDC participants a 90-day free trial enrollment in the WDC's managed account service via a banner on the WDC website, a flyer and a **WDC newsletter article**.

The 90-day free look brought attention to the newly lowered fees and supported the WDC's ongoing goal of

helping its participants reach their retirement income goals through several service options provided by the WDC.

- Website analytics showed that of those participants who viewed the *Test Drive* flier, 26% went on to the Managed Accounts section of the website (either during that same session or at a later time). Web traffic to the Managed Accounts page was up 37% from the previous quarter and up 45% compared to the same time period the previous year.
- The monthly average for the Managed Account service in 2015 was 94 enrollments and \$1.6M in new assets under management. Data shows that after only 90 days of taking the free look test drive, an additional 534 participants opted in to the service, an increase of 89% over the 2015 monthly average. This resulted in \$30.2M moving into the Managed Account service, which is a jump of 529% over the 2015 monthly average. Additionally, only 26 participants opted out of the Managed Account service after the 90 day free-look ended, showing a 95% retention rate within the service.

Honorable Mention

The WDC also won two honorable mentions for its *Stash Away* campaign and postcard, which encouraged participants to increase their contributions to their WDC accounts.

- 148 participants, or 4.8%, increased their contribution amount.
- The average contribution amount of these participants went from \$19.41 to \$21.83, which is an increase of 12%.

