



**Motivating
people
to save –**
the messages
that cut through



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Engaging people to save adequately for their retirement is one of the biggest public policy challenges we face. With automatic enrolment dramatically increasing participation in workplace pensions we commissioned research to understand how the benefits of saving into a pension can be best communicated. We tested various messages and asked savers what motivated them to save.

It was clear that visuals and tangible demonstrations cut through, with 66% of people responding positively to them.¹ The focus on engagement in this year's Automatic Enrolment Review is the perfect opportunity to improve the way the pensions sector communicates.



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Recommendations for industry and policy-makers

- > **Simplify the messages** and language commonly used by the pensions sector.
- > **Review the rules** to enable provider communication to be digital, simple, visual and personalised.
- > **Use consistent language and communication styles** that motivate people to save and improve understanding.



Messages that work for savers

① A simple visual resonates



Based on standard contribution rates under automatic enrolment.

② Small increases – big gains

Increasing your contribution by **1%** of your salary in each of the next five years will add at least **£32,000** to your pension in 20 years*.

③ The State Pension needs topping up

The current **State Pension is £8,060 a year** which is **£155 a week**: saving into a workplace pension will mean a more comfortable retirement.





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