



BROADSTONE

**Make your pensions
engagement
strategy more
animated!**



How you communicate your benefits to staff can have a profound impact on employee engagement. This is particularly the case where the benefits or topics are considered complex, like pensions and financial wellbeing.

Did you know?

- Where both video and text are available on the same page, 72% of people would rather use video to learn about a product or service. This can work just as well for pensions!
- Especially as among 45 year olds, a quarter had not thought about what they expected their retirement income to be compared with their pre-retirement income.*
- According to recent studies, 61% find pensions confusing, 59% are unsure how much to save, and 60% don't have a specific retirement goal.**



Confidence levels in understanding pensions can be low

That's why Broadstone have developed a suite of short animations that help clearly explain some of the most important aspects of pension saving and financial wellbeing.

By breaking a complex topic down into bite sized chunks, and approaching these in a friendly way (in plain English), we make pensions much more accessible for your staff.

Did you know?

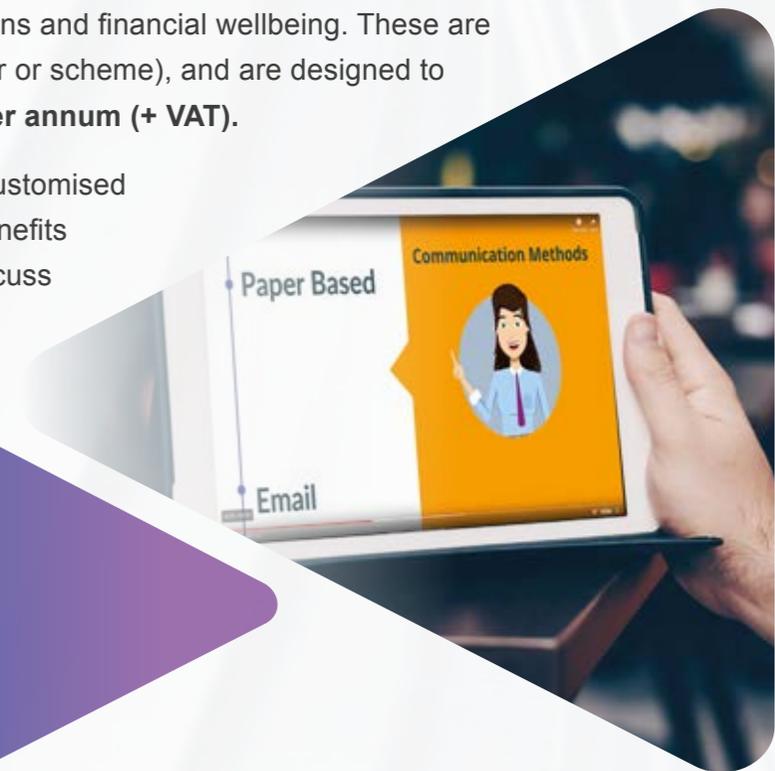
Where staff understand the benefits on offer to them, they are much more likely to engage with them and appreciate them. Given that pensions are often one of the more costly elements of your benefits spend, helping staff to understand what they're getting is crucial to maximising the impact of your employee benefit package.



What can Broadstone offer?

Our video capability provides two options to employers who want to help their staff engage with pensions and financial wellbeing:

- **Our off-the-shelf update service** provides a minimum of three bite sized videos per year, covering a range of topics relevant to pensions and financial wellbeing. These are generic (i.e. not specific to any one employer or scheme), and are designed to be a cost effective option. **Costs - £1,300 per annum (+ VAT).**
- **Bespoke videos** that can be scripted and customised specifically for you and your staff and the benefits you want to communicate. Contact us to discuss your requirements.



*<https://www.ifs.org.uk/publications/14365>

** <https://www.theactuary.com/news/2019/09/2019/09/10/widespread-pension-confusion-among-uk-public-uncovered>

Find out more about our benefit video packages

[Click here to find out more](#)

Typical titles in our off-the-shelf update service;

I'm too young for pensions

Pensions – background to saving

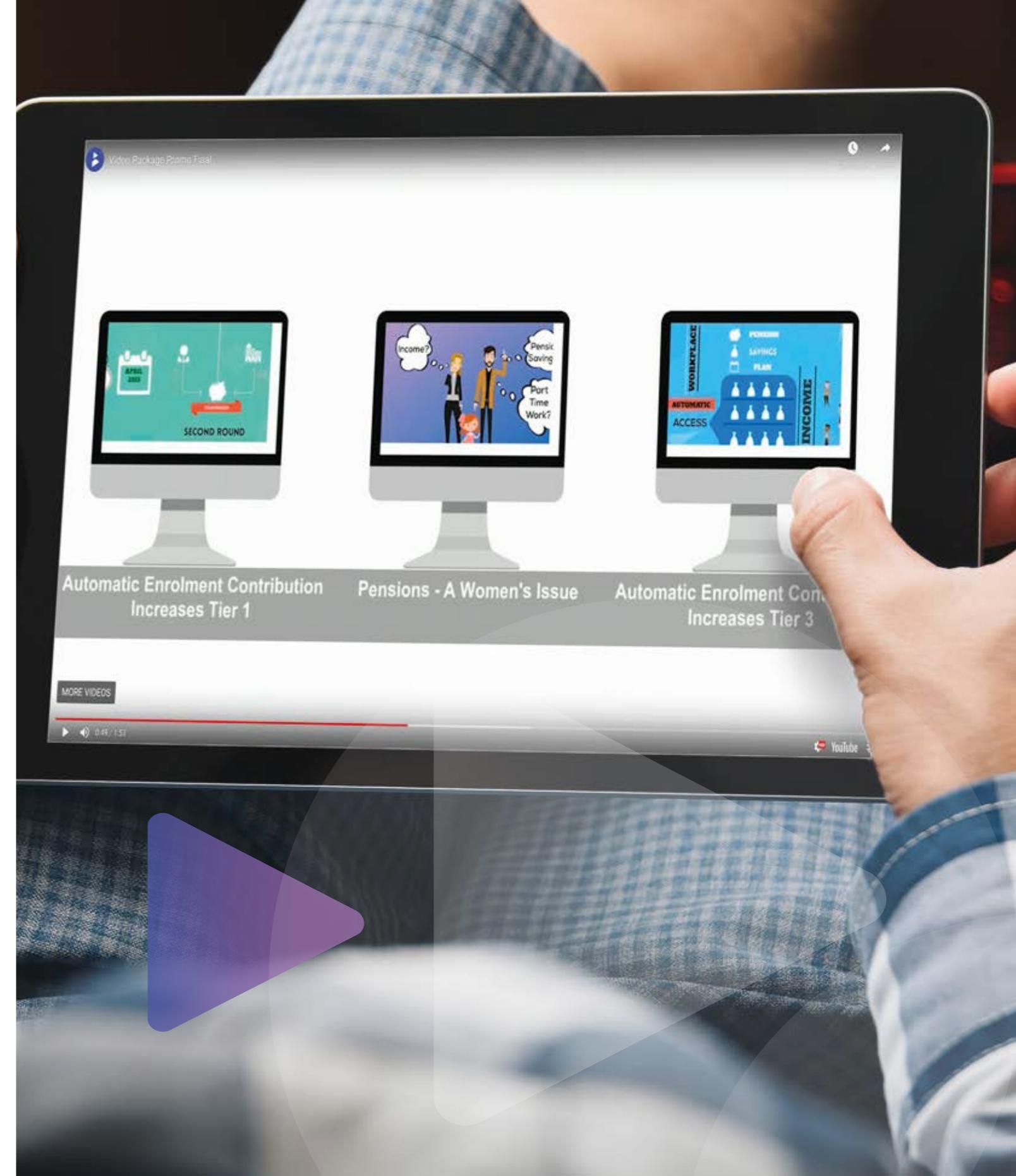
Pensions – A women's issue

Understanding the State Pension

How to make your pay go further

Investing in pensions

Pensions and life cover



Contact

For further information about any of Broadstone's services, please contact us at:

Email: corporate@broadstone.co.uk

Tel: 020 3869 6900



020 3869 6900



corporate@broadstone.co.uk



[@Broadstone_Ltd](https://twitter.com/Broadstone_Ltd)



[broadstoneemployeebenefitsltd](https://www.linkedin.com/company/broadstoneemployeebenefitsltd)



[broadstone.co.uk](https://www.broadstone.co.uk)



London | Bristol | Birmingham | Liverpool
Manchester | Sheffield | Glasgow | Falkirk



BROADSTONE

Actuarial | Investment | Administration | Employee Benefits | Technology | Financial Planning

Broadstone Corporate Benefits Limited is authorised and regulated by the Financial Conduct Authority. Registered in England & Wales under no. 07978187. Registered office 100 Wood Street, London EC2V 7AN.

Broadstone is a trademark owned by Broadstone Corporate Benefits Limited and used by companies in the Broadstone group.

BEN ANIMATION OCT20 EXT