



FosterDenovo
SecondSight

NATIONAL PENSION TRACING DAY



Promotional Pack



Welcome to the National Pension Tracing Day brand pack. We're excited to have your support in helping people reconnect with their lost pensions. As we prepare for this important day, we've put together key resources and tools to assist you in promoting the campaign to your employees.

Inside, you'll find everything you need to help spread the word from checklists and business toolkits to our social media activity and logo.

We're committed to making this campaign a success, and with your help, we can help more people than ever find their lost pensions.

1. Pension Checklist for Individuals

Designed as a guide to help people through some basic steps to track down their lost pensions and help make sure their future is on track.

Click to download



2. Business Toolkit

Use our business toolkit to actively promote National Pension Tracing Day. Inside, you'll find downloadable assets, including posters, intranet banners and social media templates, to spread awareness and help your employees reconnect with their pensions.

Click to download



National Pension Tracing Day

Find out how you can use our communications toolkit to help your people join the 'Great Pension Treasure Hunt', on 27th October 2024.



3. Social Media Promotion

We have a jam packed schedule of social media posts leading up to National Pension Tracing Day. We'll also be actively engaging with real-time social listening to keep the conversation flowing and we encourage you to do the same!

Here are our accounts, please may sure to follow and reshare any content alongside our campaign hashstags!



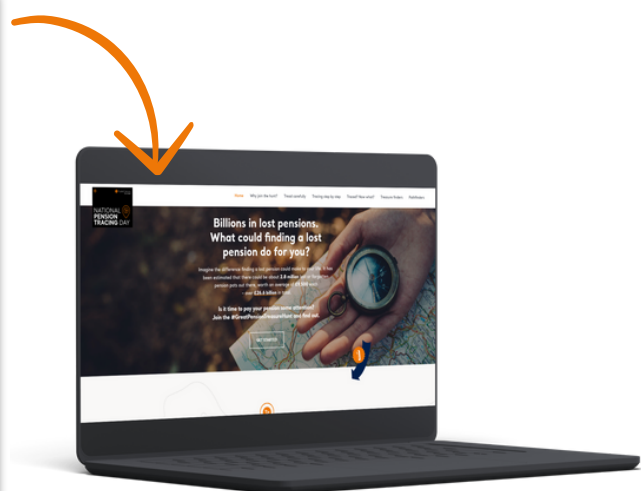
#GreatPensionTreasureHunt

#PensionAttention

#NationalPensionTracingDay

4. Rebranding

You may have noticed we have refreshed the logo and branding for National Pension Tracing Day- please ensure you use the latest version in all communications. You can download the updated logo here, to keep everything consistent.



If you would like any more information on our communications toolkit or the NPTD campaign, contact us at info@second-sight.com

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