

 NATIONAL
PENSION
TRACING DAY

SPONSOR MISSION BRIEFING PACK

2026 CAMPAIGN



Secondsight
The employee benefits people.



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WELCOME TO MISSION HQ

THANK YOU FOR SUPPORTING NATIONAL PENSION TRACING DAY 2026.

EVERY YEAR, MILLIONS OF PEOPLE LOSE TRACK OF PENSIONS THEY'VE BUILT UP THROUGHOUT THEIR WORKING LIVES. WHETHER THEY'VE CHANGED JOBS, MOVED HOME OR SIMPLY FORGOTTEN ABOUT AN OLD SCHEME, BILLIONS OF POUNDS REMAIN SITTING IN LOST PENSION POTS WAITING TO BE FOUND.

NATIONAL PENSION TRACING DAY EXISTS TO CHANGE THAT.

THIS YEAR'S **LICENCE TO TRACE** CAMPAIGN ENCOURAGES PEOPLE ACROSS THE UK TO BECOME THEIR OWN PENSION AGENT AND TAKE THE FIRST STEP TOWARDS RECONNECTING WITH THEIR RETIREMENT SAVINGS.

INSIDE THIS PACK YOU'LL FIND EVERYTHING YOU NEED TO SUPPORT THE MISSION, INCLUDING CAMPAIGN ASSETS, SOCIAL MEDIA RESOURCES, EMPLOYER MATERIALS, BRAND GUIDANCE AND KEY DATES. WHETHER YOU'RE SHARING CONTENT, ENCOURAGING COLLEAGUES OR HELPING TO SPREAD THE WORD, EVERY ACTION HELPS MORE PEOPLE START THEIR PENSION TRACING JOURNEY.

TOGETHER, WE CAN HELP THOUSANDS MORE PEOPLE UNCOVER PENSIONS THEY'VE WORKED HARD TO EARN.

MISSION AT A GLANCE

PUBLIC ACTIVATION: SATURDAY 3RD OCTOBER - BLUEWATER SHOPPING CENTER

CAMPAIGN LAUNCHES: MONDAY 5TH OF OCTOBER

NATIONAL PENSION TRACING DAY: 25TH OF OCTOBER

CAMPAIGN WEBSITE: NATIONALPENSIONTRACINGDAY.CO.UK

CAMPAIGN HASHTAG: #LICENCETOTRACE

MISSION BRIEFING

MISSION OBJECTIVE

NATIONAL PENSION TRACING DAY IS AN ANNUAL AWARENESS CAMPAIGN LED BY SECONDSIGHT TO ENCOURAGE PEOPLE ACROSS THE UK TO RECONNECT WITH PENSIONS THEY MAY HAVE LOST OR FORGOTTEN.

MILLIONS OF PEOPLE HAVE CHANGED JOBS THROUGHOUT THEIR WORKING LIVES, LEAVING PENSION POTS BEHIND WITHOUT REALISING IT. OUR MISSION IS TO RAISE AWARENESS OF THIS ISSUE, PROVIDE PRACTICAL GUIDANCE AND ENCOURAGE PEOPLE TO TAKE THE FIRST STEP TOWARDS TRACING THEIR LOST PENSIONS.

THROUGH EMPLOYERS, PENSION PROVIDERS, INDUSTRY PARTNERS AND SUPPORTERS, WE AIM TO REACH AS MANY PEOPLE AS POSSIBLE WITH ONE SIMPLE MESSAGE: IT'S NEVER TOO LATE TO START THE SEARCH.

OUR OBJECTIVE IS TO ENCOURAGE MORE PEOPLE ACROSS THE UK TO TRACE LOST PENSIONS, RECONNECT WITH THEIR RETIREMENT SAVINGS AND TAKE POSITIVE ACTION TOWARDS THEIR FINANCIAL FUTURE.

TARGET AUDIENCE

ADULTS ACROSS THE UK, PARTICULARLY THOSE WHO HAVE CHANGED JOBS DURING THEIR WORKING LIFE AND MAY HAVE LOST TRACK OF WORKPLACE PENSION POTS.

HOW SUCCESS LOOKS

HELPING MORE PEOPLE:

- 🎯 START TRACING THEIR PENSIONS
- 🎯 RECONNECT WITH FORGOTTEN RETIREMENT SAVINGS
- 🎯 ACCESS TRUSTED GUIDANCE AND SUPPORT
- 🎯 BUILD GREATER AWARENESS OF THE IMPORTANCE OF PENSION TRACING

MISSION INTELLIGENCE

MOST PEOPLE WILL CHANGE JOBS SEVERAL TIMES DURING THEIR CAREER, MAKING IT EASIER THAN MANY REALISE TO LOSE TRACK OF OLD WORKPLACE PENSIONS.

NATIONAL PENSION TRACING DAY EXISTS TO ENCOURAGE PEOPLE TO MAKE PENSION TRACING PART OF THEIR FINANCIAL ROUTINE.



LICENCE TO TRACE

EVERY MISSION STARTS WITH A LEAD.

THIS YEAR'S NATIONAL PENSION TRACING DAY CAMPAIGN **TRANSFORMS PENSION TRACING INTO A MISSION.**

INSPIRED BY THE WORLD OF ESPIONAGE AND UNDERCOVER INVESTIGATIONS, LICENCE TO TRACE ENCOURAGES PEOPLE TO BECOME THEIR OWN AGENT AND TAKE ON ONE SIMPLE OBJECTIVE: **TRACK DOWN THEIR LOST PENSIONS.**

THROUGHOUT OCTOBER, THE CAMPAIGN WILL BRING THIS MISSION TO LIFE THROUGH ENGAGING VIDEO CONTENT, SOCIAL MEDIA, EMPLOYER RESOURCES, DIGITAL ADVERTISING AND A LIVE PUBLIC ACTIVATION. **EVERY TOUCHPOINT HAS BEEN DESIGNED TO MAKE PENSION TRACING FEEL ACCESSIBLE, MEMORABLE AND, MOST IMPORTANTLY, SOMETHING PEOPLE ARE INSPIRED TO ACT ON.**

WHETHER SOMEONE HAS ONE MISSING PENSION OR SEVERAL, EVERY INVESTIGATION STARTS WITH THE SAME FIRST STEP.

START THE SEARCH.

CAMPAIGN HIGHLIGHTS

**PUBLIC BRAND ACTIVATION
BLUEWATER SHOPPING CENTRE**

**HERO CAMPAIGN FILM
LAUNCHING ACROSS DIGITAL CHANNELS.**

SOCIAL MEDIA CAMPAIGN

**DAILY MISSION UPDATES, PRACTICAL TRACING TIPS
AND SHAREABLE CAMPAIGN CONTENT.**

EMPLOYER TOOLKIT

**HELPING ORGANISATIONS ENCOURAGE EMPLOYEES
TO START TRACING.**

LOST PENSION ESTIMATOR

**GIVING PEOPLE AN IDEA OF WHAT FORGOTTEN
PENSIONS COULD BE WORTH.**

MISSION RESOURCES

**POSTERS, VIDEOS, SOCIAL GRAPHICS, CHECKLISTS
AND DOWNLOADABLE CAMPAIGN ASSETS.**

MISSION TIMELINE:



28TH SEPTEMBER

MISSION BRIEFING RESOURCES RELEASED.

3RD OCTOBER

OUR VERY FIRST IN-PERSON BRAND ACTIVATION
LOCATED IN BLUEWATER SHOPPING CENTER.

5TH OCTOBER

THIS YEARS CAMPAIGN LAUNCHES WITH THE DROP
OF OUR HERO FILM.

12TH OCTOBER

THE RELEASE OF PPI'S LOST PENSIONS REPORT
2026 WITH FRESH ASSETS BEING RELEASED BY US.

THROUGHOUT OCTOBER

SOCIAL CAMPAIGN, EMPLOYER ACTIVITY, PR &
PARTNER CONTENT

25TH OCTOBER

NATIONAL PENSION TRACING DAY.

MISSION COMPLETE.

MISSION ASSETS:

EVERYTHING YOU NEED TO SUPPORT THE MISSION.

USE THE ASSETS BELOW ACROSS YOUR INTERNAL COMMUNICATIONS, SOCIAL MEDIA CHANNELS AND DIGITAL PLATFORMS TO HELP MORE PEOPLE BEGIN THEIR PENSION TRACING JOURNEY.



HERO CAMPAIGN FILM

OUR FLAGSHIP CAMPAIGN FILM INTRODUCES LICENCE TO TRACE AND ENCOURAGES THE PUBLIC TO BEGIN SEARCHING.

- USE FOR:
- SOCIAL MEDIA
 - INTERNAL COMMUNICATIONS
 - EVENTS
 - WEBSITE



SOCIAL MEDIA GRAPHICS

A RANGE OF READY-MADE SOCIAL MEDIA ASSETS FOR USE ACROSS PLATFORMS.

- USE FOR:
- SOCIAL MEDIA CHANNELS
 - PARTNERSHIP COMMUNICATIONS
 - CAMPAIGN SUPPORT



CAMPAIGN POSTERS

EYE-CATCHING POSTERS TO DISPLAY IN YOUR WORKPLACE AND COMMUNAL AREAS.

- USE FOR:
- WORKPLACE NOTICEBOARDS
 - RECEPTION AREAS
 - STAFF ROOMS AND COMMUNAL SPACES



INTRANET BANNERS

DESIGNED FOR TO KEEP THE CAMPAIGN FRONT OF MIND ON YOUR INTRANET

- USE FOR:
- INTERNAL SCREENS
 - EMAIL SIGNATURES
 - RECEPTION DISPLAYS
 - DIGITAL COMMUNICATIONS



LICENCE TO TRACE CHECKLIST

A COMPREHENSIVE STEP BY STEP INTERACTIVE CHECKLIST DESIGNED TO HELP INDIVIDUALS START TRACING

- USE FOR:
- DIGITAL COMMUNICATIONS
 - EMPLOYEE COMMUNICATIONS
 - INTRANET
 - DIRECT OUTREACH

ADDITIONAL ASSETS:

EVERYTHING YOU NEED TO SUPPORT THE MISSION.

ALONGSIDE OUR CORE ASSETS WE'VE CREATED A RANGE OF ADDITIONAL RESOURCES TO HELP YOU PROMOTE NATIONAL PENSION TRACING DAY BOTH INTERNALLY AND EXTERNALLY.



LOST PENSIONS CALCULATOR

HELP PEOPLE FIND WHAT THEIR LOST PENSIONS COULD BE WORTH WITH OUR CALCULATOR.

- USE FOR:
- EMPLOYEE COMMUNICATIONS
 - INTRANET
 - DIRECT OUTREACH



EMPLOYER FLYER

EYE-CATCHING FLYER TO ENCOURAGE EMPLOYERS TO ENGAGE THEIR WORKFORCE

- USE FOR:
- EMPLOYER COMMUNICATIONS
 - DIGITAL COMMUNICATIONS
 - DIRECT OUTREACH



CONSUMER FLYER

DESIGNED FOR INDIVIDUALS TO ENCOURAGE THEM TO START TRACING.

- USE FOR:
- EMPLOYEE COMMUNICATIONS
 - INTRANET
 - DIRECT OUTREACH

CAMPAIGN IDENTITY

USING THE NATIONAL PENSION TRACING DAY BRAND

TO HELP MAINTAIN A CONSISTENT CAMPAIGN ACROSS ALL COMMUNICATIONS, PLEASE USE THE OFFICIAL NATIONAL PENSION TRACING DAY ASSETS PROVIDED WITHIN THE CAMPAIGN TOOLKIT.

WHENEVER POSSIBLE, USE THE SUPPLIED ARTWORK, LOGOS AND CAMPAIGN MATERIALS WITHOUT ALTERING COLOURS, FONTS OR LAYOUTS.

IF YOU REQUIRE ADDITIONAL FORMATS OR HAVE ANY QUESTIONS ABOUT USING THE CAMPAIGN BRANDING, PLEASE GET IN TOUCH WITH THE TEAM.

PRIMARY LOGO



SECONDARY LOGO



CAMPAIGN STAMP



CAMPAIGN COLOURS

- ORANGE (#F58200)
- BLACK
- WHITE

CAMPAIGN HASHTAG

#LICENCETOTRACE
#NATIONALPENSIONTRACINGDAY2026

WEBSITE

[NATIONALPENSIONTRACINGDAY.CO.UK](https://nationalpensiontracingday.co.uk)

HOW YOU CAN SUPPORT THE MISSION

EVERY ACTION HELPS MORE PEOPLE RECONNECT WITH THEIR LOST PENSIONS.

WHETHER YOU'RE A PENSION PROVIDER, EMPLOYER OR CAMPAIGN SUPPORTER, YOUR INVOLVEMENT PLAYS AN IMPORTANT ROLE IN HELPING US REACH MORE PEOPLE ACROSS THE UK. FROM SHARING CAMPAIGN CONTENT TO ENCOURAGING CONVERSATIONS IN THE WORKPLACE, EVERY ACTION HELPS RAISE AWARENESS AND INSPIRES PEOPLE TO START THEIR PENSION TRACING JOURNEY.

WAYS YOU CAN SUPPORT THE CAMPAIGN

PROMOTE THE CAMPAIGN INTERNALLY

SHARE THE CAMPAIGN THROUGH YOUR INTRANET, NEWSLETTERS AND INTERNAL COMMUNICATIONS TO ENCOURAGE COLLEAGUES TO GET INVOLVED

SUPPORT US ON SOCIAL MEDIA

SHARE CAMPAIGN CONTENT, REPOST OUR UPDATES AND USE #LICENCETOTRACE TO HELP SPREAD THE MESSAGE.

USE THE CAMPAIGN ASSETS

DOWNLOAD AND USE THE POSTERS, DIGITAL SCREENS, BANNERS AND SOCIAL GRAPHICS TO PROMOTE NATIONAL PENSION TRACING DAY ACROSS YOUR ORGANISATION.

START CONVERSATIONS

USE NATIONAL PENSION TRACING DAY AS AN OPPORTUNITY TO REMIND COLLEAGUES TO CHECK IN ON THEIR PENSIONS AND BEGIN TRACING ANY THEY MAY HAVE LOST.

DIRECT PEOPLE TO TRUSTED SUPPORT

SIGNPOST EMPLOYEES AND CUSTOMERS TO NATIONALPENSIONTRACINGDAY.CO.UK, WHERE THEY'LL FIND PRACTICAL GUIDANCE, HELPFUL TOOLS AND TRUSTED RESOURCES.

JOIN US ON NATIONAL PENSION TRACING DAY

HELP BUILD MOMENTUM BY TAKING PART ON 25 OCTOBER, SHARING CAMPAIGN CONTENT AND ENCOURAGING OTHERS TO BEGIN THE SEARCH.

STAY CONNECTED

FOLLOW NATIONAL PENSION TRACING DAY THROUGHOUT THE CAMPAIGN FOR THE LATEST MISSION UPDATES, CAMPAIGN CONTENT AND PRACTICAL PENSION TRACING TIPS.



THANK YOU

MISSION COMPLETE

THANK YOU FOR SUPPORTING NATIONAL PENSION TRACING DAY 2026.

EVERY ORGANISATION, EMPLOYER AND PARTNER INVOLVED IN THIS CAMPAIGN PLAYS AN IMPORTANT ROLE IN **HELPING MORE PEOPLE RECONNECT WITH PENSIONS THEY'VE WORKED HARD TO EARN.**

TOGETHER, WE'RE MAKING PENSION TRACING EASIER TO UNDERSTAND, EASIER TO START AND HELPING THOUSANDS MORE PEOPLE TAKE THAT FIRST STEP TOWARDS SECURING THEIR FINANCIAL FUTURE.

WE LOOK FORWARD TO WORKING WITH YOU THROUGHOUT THE CAMPAIGN.

MISSION HEADQUARTERS

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