



# 2015 STAR Awards

## Entry Categories

### RETIREMENT

#### **Plan Participant Communications**

33. **Introduction/Onboarding**—Entries in this category should introduce new or existing employees to a retirement plan's investment options, and educate them on the benefits of the investment process and the importance of diversification.
34. **Ongoing Education**—This category highlights entries that reinforce prior investment education efforts and encourages increased participation and savings among plan participants.
35. **Newsletter**—Newsletters and magazines for plan participants in traditional print or e-newsletter format.
36. **Special Campaign**—Entries in this category range from efforts that focus on one specific objective to a full-scale, multifaceted campaign on a major theme such as retirement readiness.
37. **Plan Conversion Communications**—Entries explain the transition from one retirement plan provider to another.
38. **Website**—Entries spotlight traditional and mobile websites serving plan participants.
39. **Social Media Campaign**—This category recognizes social media campaigns that creatively engage plan participants.
40. **Digital Innovation**—Recognizes unique uses of digital tools and features, or utilization of technology that demonstrate innovative approaches to serve and communicate with participants.

#### **Plan Sponsor Communications**

41. **Thought Leadership/White Papers**—Focused on industry trends or investment themes that educate, inform and assist with the fiduciary responsibilities of plan sponsors, plan administrators and investment committees.
42. **Digital Communications**—Digital and multimedia communications designed to educate and engage plan sponsors.
43. **Events & Conferences**—Entries showcase materials created for annual client conferences, benefits fairs, and other retirement-related events and workshops.

#### **Overall**

44. **Communications**—Top award presented in the Retirement Communications area.

\*To be considered, a firm must submit a minimum of three entries from Retirement Communications (33-43) with at least one from both the Plan Participant (33-40) and Plan Sponsor (41-43) categories.