



# Investment Education Campaign

Content and materials for use

November 2025



# Campaign objective

This simple campaign has been developed to provide straightforward, educational content that employers can share with their employees.

The campaign objective is simply to help our members understand that their pension funds are invested. And provide the information they need to check their investments, and how to make changes if they would like.

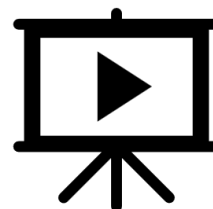
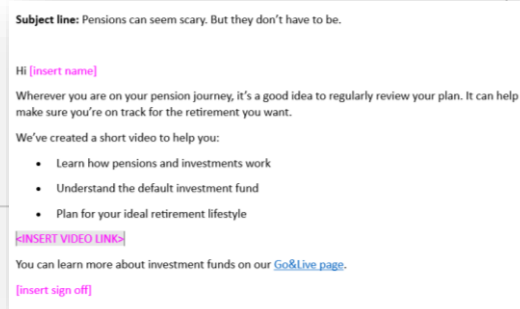
# Campaign overview



## Email

Can be used to direct members to the campaign page and video.

Created as a standalone email.



## Video

Already embedded in the Investment Education campaign content page.

Embed code also included if you wish to use the video elsewhere to support your own content.



## Online content

Hosted on Go&Live, our financial wellbeing hub, the campaign content provides an overview that explains:

- What pension investments are
- How they work
- How you view and change your investment options

