

# „Your pension from your contributions”

*PR campaign for pension system reform*

 **profile**  
Public Relations

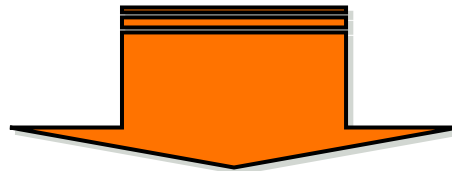
- **Duration:**  
**March 1997 - December 1999**
- **The Client:**  
**The Office of the Government's**  
**Plenipotentiary for Social Security Reform**
- **Communication Techniques:**  
**PR and advertising (in the second stage)**
- **Total budget:**  
**USD 6 million**
- **Financing sources:**  
**US AID, state budget**

- **Stage I (1997-98)**
  - opinion leaders
  - reform's image and credibility of the authors
  - PR
  
- **Stage II (1999)**
  - the insured persons
  - information necessary for rational decisions
  - feeling of being informed about the changes
  - PR and advertising

# I. Stage I



- **Development of the reform's concept**
- **Some of draft laws are prepared**
- **Talks with unions and employers in the Tripartite Commission**
- **Coming parliamentary elections**



***The final shape of reforms not determined***

***Does not provide the feeling of security***

**78%**

***Its rules are unclear***

**69%**

***Pension does not ensure decent living conditions***

**85%**

***Pensions are subject to political games***

**62%**

## Opinion poll: approval for the direction of changes

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*Pension should be related to the amount of the contribution and duration of its payment*

**73%**

*Pension should come from employee's contributions, collected and multiplied through the entire working period*

**68%**

**CBOS survey, April 1997**

- **Building and maintaining a positive image of the reform**
  - Good design, apolitical character and expert nature of the proposals, social approval
- **Lowering the level of fears related to the reform**
  - Particularly among the pensioners and persons approaching retirement age
- **Providing information to opinion leaders and decision-makers**
- **Building the image of the reform's authors as a reliable and competent source of information**



- **Opinion leaders**

- media and journalists
- trade unions' leaders
- employers and their organisations
- MPs and political circles

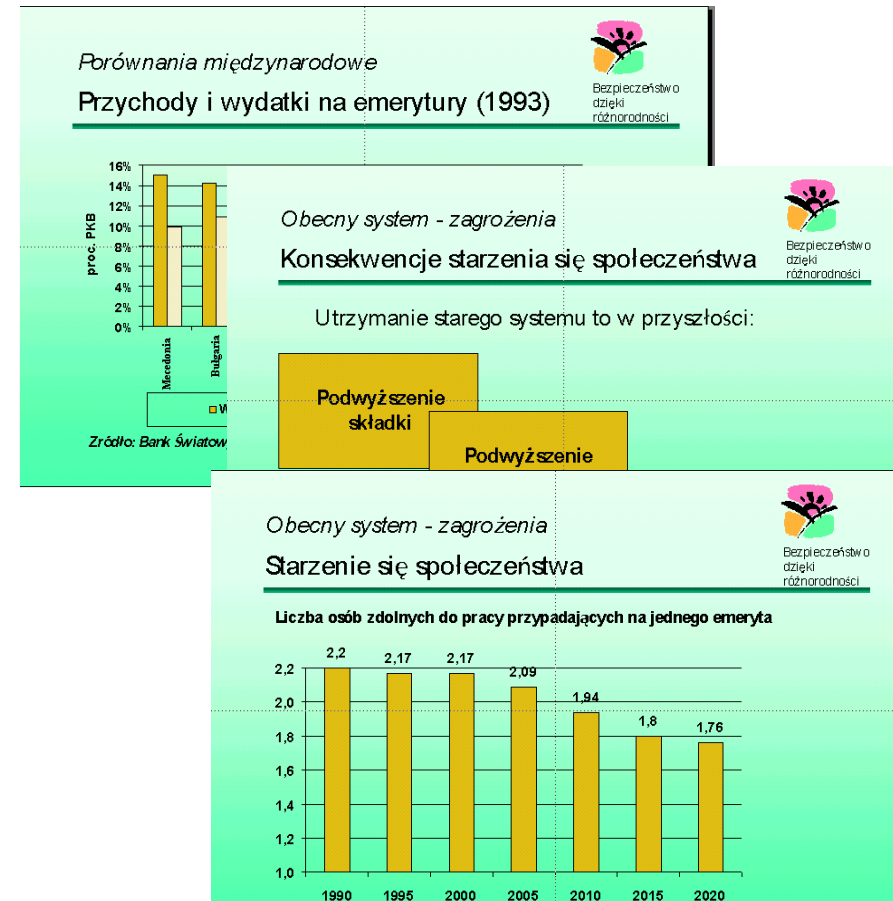
- **Persons working in agriculture and old age pensioners**

- secondary group, communication mainly through opinion leaders



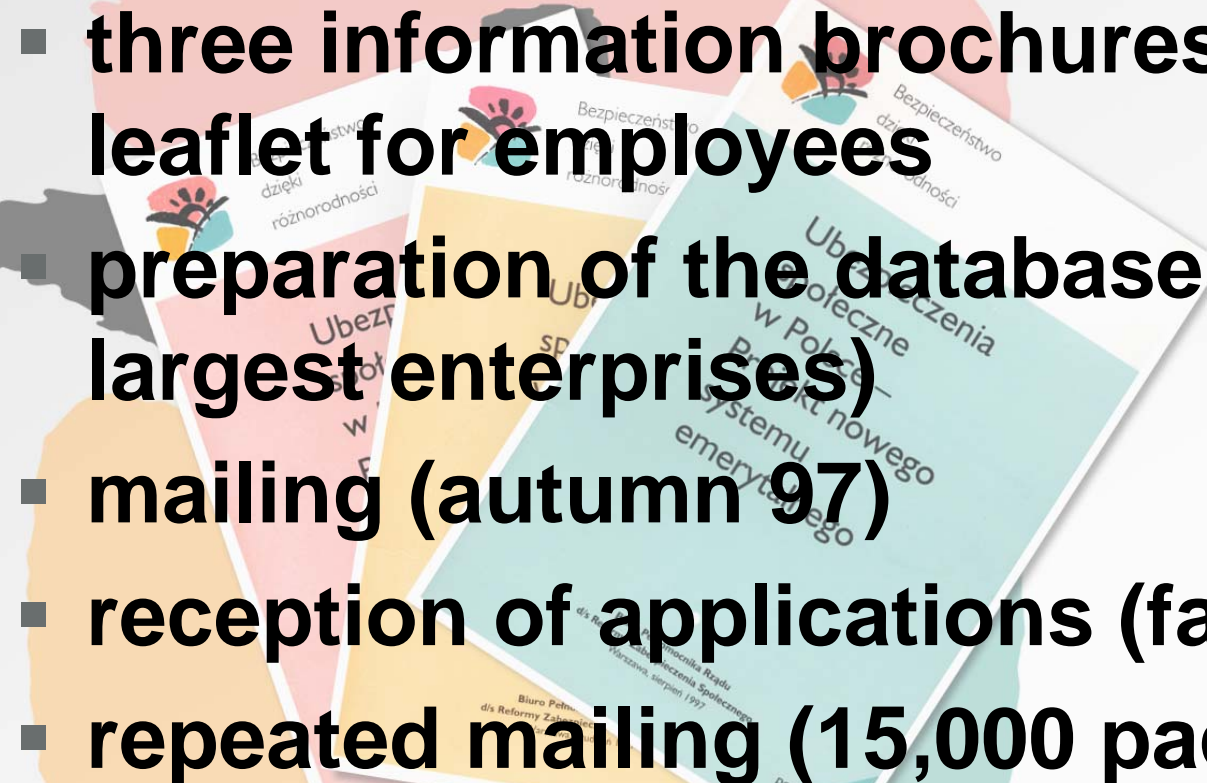
Bezpieczeństwo  
dzięki  
różnorodności

- **70 slides**
- **.ppt format**
- **Printout and animated version**

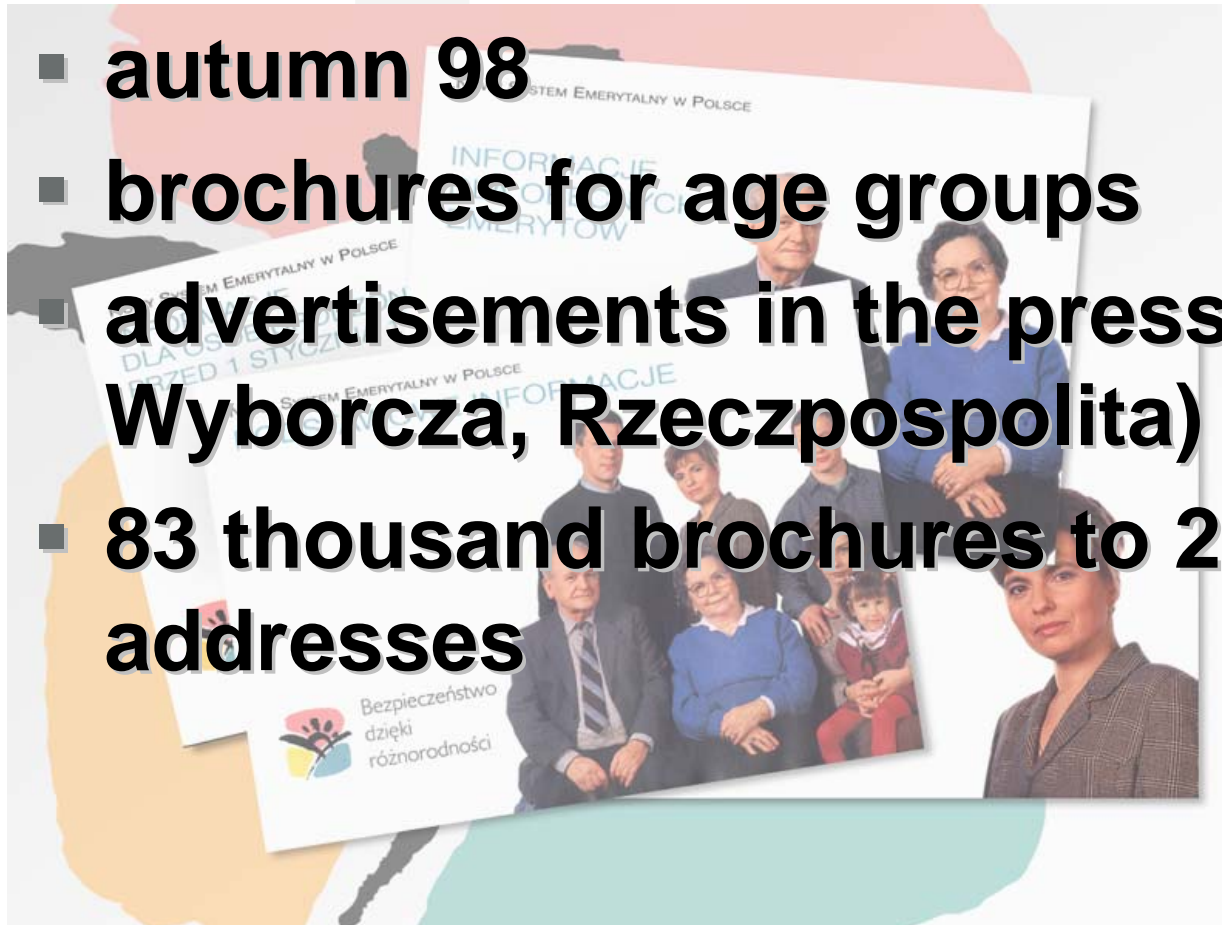


■ **Building credibility and education**

- in-depth materials (6)
  - why the reform is necessary*
  - reforms in other states*
- press releases (20)
- press conferences (8)
- informal meetings (15)
- road show (8 cities)
  - seminars for journalists
  - on-call duties in editorial offices

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- **three information brochures and a leaflet for employees**
  - **preparation of the database (20,000 largest enterprises)**
  - **mailing (autumn 97)**
  - **reception of applications (fax)**
  - **repeated mailing (15,000 packages)**

- **autumn 98**
- **brochures for age groups**
- **advertisements in the press (Gazeta Wyborcza, Rzeczpospolita)**
- **83 thousand brochures to 23 thousand addresses**



- **summer/autumn'98**
- **training for 50 trainers**
- **presentations in enterprises**
  - design of the new system
  - technique of the functioning of the new system
- **300 presentations, approx. 10,000 participants**

- **Packages for MPs and political circles**
- **website on the reform**



## II. Stage II



- **from the beginning of 1999**
- **pension funds**
  - carry out promotion and acquisition from February
  - collect the contributions from April
- **persons under the age of 30 choose the fund until the end of September**
- **the age group 30-50 make the decision until the end of the year**

- **Provision of information required to make rational decisions**
- **Building the feeling of being informed about the introduced changes**
- **Maintaining credibility of the subject of communication**

**Advertising  
TV, radio, press**



**Drawing attention  
to the reform**



**Basic information  
about the reform**



*Call if you want  
to know more*

**Call centre**



**Information  
adjusted to the  
recipient**



*You want to know more...*

**Brochures  
(free)**



**Detailed information  
adjusted to the  
recipient, simulations**

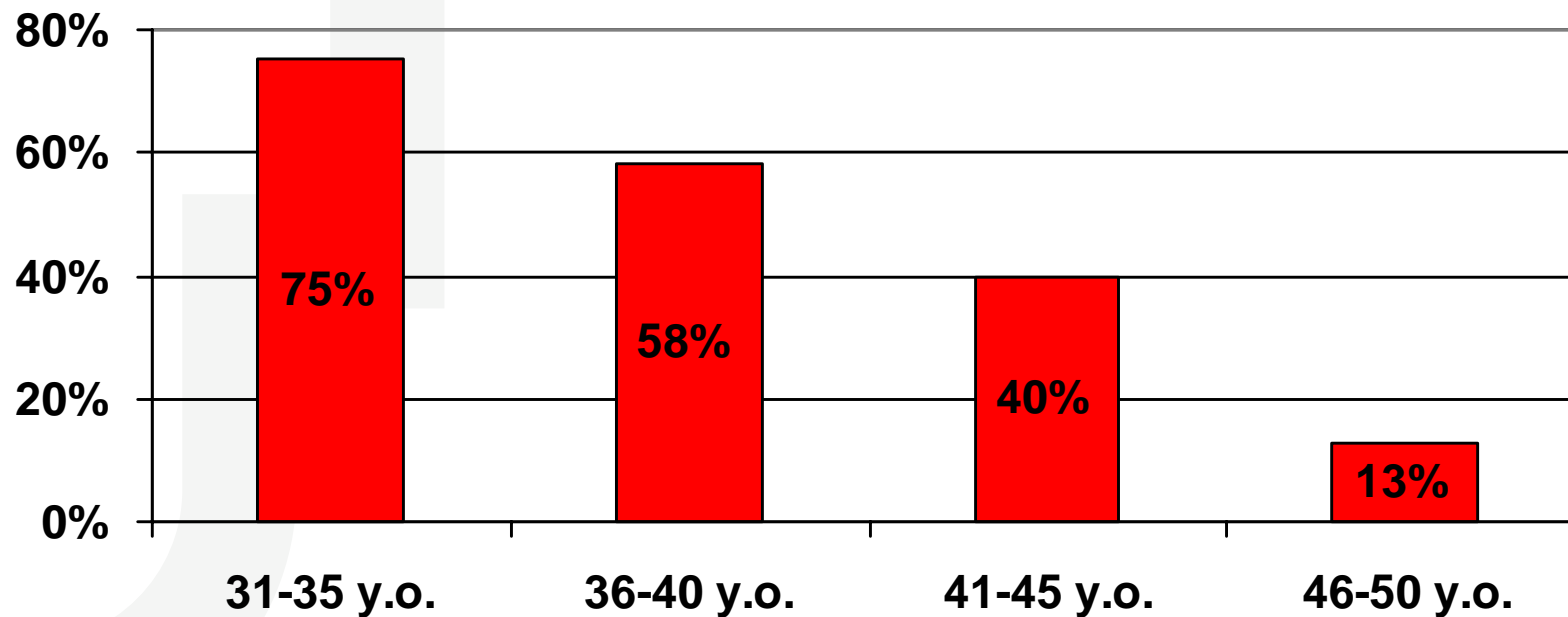
- **17 information brochures (age groups, important information)**
- **20 leaflets with simulations of a future pension**
- **217 thousand telephone information messages, 1,282 thousand mailed brochures and leaflets**

- **Educational programmes (8 programmes for 2 TVP television channel)**
- **In-depth materials (3)**
  - *How to choose a fund?*
  - *Shall I join a fund?*
- **press releases (11)**
- **press conferences (6)**
- **educational seminars (2)**
- **informal meetings (7)**
- **road show (8 cities)**
  - *press conferences*
  - *on-call duties in editorial offices*

### **III. Effects**



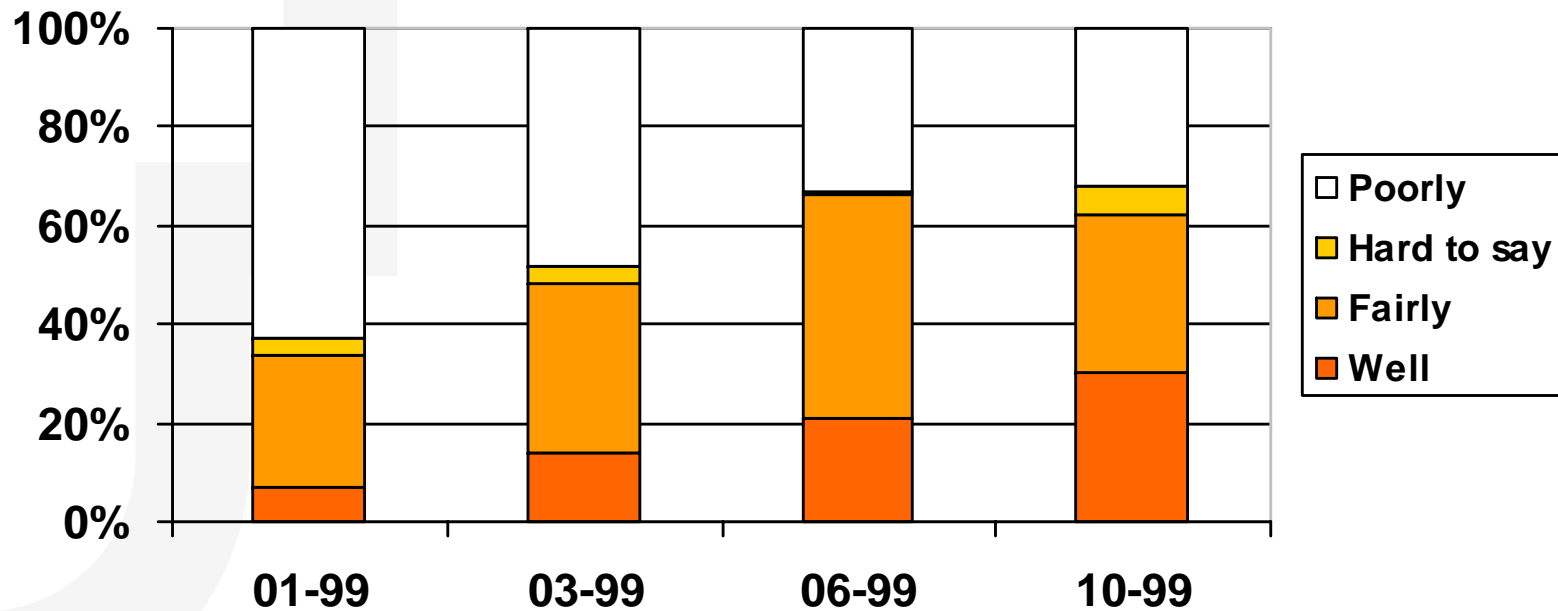
*(by 26th November 1999)*





# Feeling of being informed

To what degree do you feel informed about the pension reform?



***Information about the reform is easily accessible***

**63%**

***I haven't heard about the government's infoline***

**9%**

***I haven't called the infoline because I have no doubts about the reform***

**48%**

**Thank you**

