

# Union Bank & Trust, Case Study Dynamic Relevant Marketing that Delivers Investment Potential for a Brighter Future



More than 28,000 Illinois families chose the State of Illinois' Bright Directions College Savings Plan, administered by Union Bank & Trust (UBT), as their 529 student investment plan to help finance their children's higher education.



#### CHALLENGE

Many Bright Directions families were not using the maximum benefit of the savings plan so their annual contributions were falling short of projected higher education expenses. Given the expected increases in college costs, many participants were in danger of coming up short.



### SOLUTION

UBT sought solutions to educate families about the need to increase their Bright Directions investment, and ensure they were saving enough to pay for the student's education. Looking for a creative solution to persuade plan holders to recognize the shortfall and increase their contributions, UBT turned to FSSI.

#### PERSONALIZED, RELEVANT MARKETING RECOMMENDED

Prior to engaging FSSI, UBT had communicated with plan holders via quarterly statements, static mass mailings, radio and TV ads, and postcards. Because of UBT's well-defined customer base and substantive plan-participant data, FSSI recommended adding relevant variable data to the marketing piece, based on specially selected customer information. The goal was to demonstrate the superior response rates of personalized communications over mailpieces featuring generic, non-targeted messages.

#### **OBJECTIVES**



Encourage families to increase annual and lump sum payments



Convert as many accounts as possible to Automatic Investment Payments



Increase the use of the website for payments

#### RESULTS

# 142% Increased response rate over the static mailing

**189%** Increase in plan holders' overall financial activity over static mailing

#### THE CAMPAIGN



#### Back To School Starts with Saving for Their Future



#### Catherine,

As Joseph goes back to school, take this opportunity to maximize your contribution so your child has the money when "back to school" becomes "off to college."

When you first began your 529 plan with the Bright Directions College Savings Program, you took an important step to ensuring that Joseph will have the savings needed for a college education.

And the tax savings that you'll realize while helping to save for the future could make a big difference, too – up to a 520,000 annual illinois state income tax<sup>4</sup> deduction! There is a substantial opportunity for you to gain even greater savings to ensure that you are getting the most out of your plan.

Below, you can see what your plan currently contains and what it may be worth when Joseph needs the money for college. You can also see the dramatic impact that increasing your savings levels might have by the time your child reaches 18. The chart on the other side of this letter shows what a degree is projected to cost when your child is ready to enter college.

Log onto www.brightdirections.com and increase your contribution securely on-line. Or, complete the form on the reverse side and mail it in the enclosed pre-addressed envelope today. The deadline for additional contributions is December 31° to claim your tax benefits.

Thank you for investing with us.

Bright Directions College Savings Program 866-722-7283





Photo changes based on:

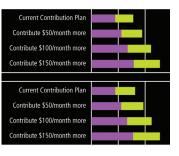
- Gender
- Number of children
- Age of children





Dynamic bar chart graphic changes based on:

- Account and number of children
- Current investment
- Potential additional investment
- Costs



#### Copy changes based on:

Current investment practice such as one-time, monthly, etc.

### fssi-ca.com

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