

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.

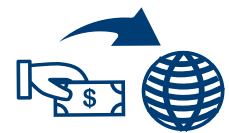
### OBJECTIVES



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

**↑ 89%** Increase in plan holders' overall financial activity over static mailing

