

TAKING A GAME-INSPIRED APPROACH TO LEARNING ABOUT WORKPLACE RETIREMENT SAVINGS PLANS

Sun Life has created an innovative and game-inspired approach to helping Canadians learn how to take full advantage of their workplace plan by tapping into their competitive spirit and challenging them to improve their financial and retirement savings knowledge in a fun environment. Statistics show that plan members still don't understand their workplace plan, why they should participate, and what their role is in managing their investments.





of Canadians with a workplace savings plan acknowledge that they are forgoing “free money” if they don't contribute to the maximum company match, only 17% maximized their contributions last year. (2013 CAP Member Survey, Benefits Canada)



MONEY UP

Learn more. Earn more.



Canadians with workplace savings programs have an edge. Canadians with a workplace savings plan expect to save 50% more for retirement by the age of 65 than Canadians who do not have a workplace plan.

(\$453,000 vs \$297,000)
(2013 Sun Life Canadian Unretirement Index)

JUST **37%**

of plan members say they have a very good or excellent understanding of their retirement plan
(2013 CAP Member Survey, Benefits Canada)



GENERATION Y IS GROWING

With retirement 40 years or more away for Generation Y (workers born between the early 1980s and mid 1990s), approaches to engaging them in their workplace plan need to change. Generation Y is very comfortable with technology and expect the same at their workplace.

A growing number of people (31% vs 25% in 2012) would access information on their pension plan through social tools
(2013 CAP Member Survey, Benefits Canada)



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