

Marketing Investor Education to Young Workers

Young Worker Audiences Identified

Occupations containing large cohorts of young workers which may be targeted for the program are included in Table 1.

Table 1. Occupations Containing Large Cohorts of Young Workers

Occupational Cluster	Occupations
Health care	Technicians, clerical, maintenance, food service, medical support, nurses
Education	Teachers, maintenance, food service workers, teachers' aids
Food service	Wait staff, kitchen staff, managers
Military	Enlisted personnel
State & local government	Clerical, facilities, law enforcement, public housing workers
Retail/food	Checkers, assistant managers, stockers
Retail other	Sales floor, assistant managers
Hospitality	Clerical, facilities, food service
Industry	Assembly line, clerical, transportation, warehouse
Care providers	Adult, elder, child
Services	Bank tellers, call center workers, personnel services, custodial
Education	Student workers, co-op students, apprentice programs, graduate assistants, clerical, facilities and maintenance

Attitudes of Young Worker Audiences

Planners anticipated that young worksite audiences would fall into the distinct types described below. The first audience type would be ready for information; the second type would require motivation and engagement. Type A groups might not need the same motivational tools for engagement as Type B groups. Table 2 outlines characteristics of the types and possibly appropriate marketing incentives for each type.

Table 2. Attitudes of Young Workers Regarding Financial Education

Young Worker Types	Marketing Incentives
<p><i>Young Worker Type A</i></p> <ul style="list-style-type: none"> • Willing to step forward and own their futures • Confident about their ability to achieve wealth • Eager for information about investment vehicles and options 	<p><i>Marketing Pieces for Type A</i></p> <ul style="list-style-type: none"> • Financial planning tools on CD • Gadgets and electronics • T shirts • Portfolios • Small savings add up cards
<p><i>Young Worker Type B</i></p> <ul style="list-style-type: none"> • For me, wealth is not achievable. • Money is not one of my life values. • Money is meant for sharing with family and 	<p><i>Marketing Pieces for Type B</i></p> <ul style="list-style-type: none"> • Door prizes • Quiz pamphlets • Gadgets and electronics

<p>friends and not hoarding.</p> <ul style="list-style-type: none"> • It's better to take life one day at a time and not look too far ahead. • Someone will take care of it for me. 	<ul style="list-style-type: none"> • Buying Binge cards • Small savings add up cards
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Marketing Messages for Young Workers

- You can build wealth
- Anyone can do it
- It's easier than you think
- Starting today is better than starting tomorrow

Notes for Marketing to Young Workers

- Retirement planning will not be on the horizon for young workers. Rather than retirement planning, talk about the "next big step for building wealth..."
- Emphasize setting and achieving financial goals.
- Use basic illustrations about the time value of money.
- You will need to overcome the misconception that if you don't have lots of money you don't have any way to start.
- Young workers will want an answer to the question "What's in it for me?"
- Keep in mind that young employees may already have large amounts of debt and see that as a barrier.
- Use peer group messages.
- Develop pride in ownership of 401(k) and other employer-sponsored investments.

Recommendations Regarding Marketing Strategies

- Limit use of flyers and brochures
- Use CDs as motivators and teasers
- Web video
- Internal communication
- Paycheck stuffers
- Newsletters
- Worksite posters
- Run teasers in newspaper columns or articles in local paper prior to offering sessions. This might encourage workers to ask employers for sessions.