

# CASE STUDY: DAILY MAIL GENERAL TRUST GROUP

The board of the Daily Mail General Trust (DMGT) wanted employees to be able to understand pensions in a broader financial context.

DMGT, in association with Shilling Communication, developed a website, [www.timeformoney.co.uk](http://www.timeformoney.co.uk), to provide DMGT's staff with generic financial information, to help them better understand the need for savings, including pensions. Teresa Berkengoff, head of pensions communication at DMGT, says: "Our employees are being faced with greater investment and annuity risks in DC and the board wanted the site to provide enough information to fill a knowledge gap."

The site includes information not just on pensions but also on other forms of finance, such as general savings and buying a house. Berkengoff says that since the site was introduced in mid-2010, it has "gone down very well with all

employees in the UK." Future plans for the site include blogs to discuss financial matters and an 'Ask the expert' feature, where readers can email in financial queries. Those that can't be answered by DMGT's in-house staff will be referred to an independent financial adviser for guidance.

The screenshot shows the homepage of the 'timeformoney' website. The logo is in the top left. A navigation bar includes 'Home', 'About us', 'Shop', 'Help', and 'Contact'. The main content area features a grid of nine topic tiles: 'General savings', 'Mortgages', 'Insurance', 'Pensions', 'DMGT Pension', 'Retirement savings', 'Invest your money', 'Investing your money', and 'Tax'. A right-hand sidebar contains several sections: 'What's new', 'Featured news', 'Ask the expert', 'Check your pension', 'Recently visited', and 'Ask the expert'.