



GRAPHIC ELEMENTS



COLOURS



FONTS | FUTURA
MATRIX BOLD

ABCDEFGH
 abcdef123
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Concept 1 - Your plan is waiting for you.

The Richards Group Profit Sharing Plan—A retirement benefit you can count on.

Project | The Richards Group Finals

Scope | Custom Branding

Date | 01.30.17

stage | Ideation v.1



The goals of the campaign are two-fold. The first is to bring home to the employees of The Richards Group the value of their Profit Sharing Plan and, second, to show that The Richards Group is a great place to work with generous benefits. The idea behind the headline "Your Plan is waiting for you." stems from the fact that The Richards Group contributes up to 15% of each employee's salary to the Agency's Profit Sharing Plan every year for their employees. Since the majority of the employees are Millennials who will be working for many years before they reach retirement age, that is a very generous benefit that will continue to grow and be there for them when they'll need it most. In this age of market swings, downsizing, and job hopping, the employees can take comfort in knowing the money they accrue in The Richards Group's Profit Sharing Plan through their working years with the Agency, will be waiting for them to take advantage of and enjoy throughout their retirement years.