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Date 3 October 2012

Dear Dr Lapinskas

Your letter dated 28 September

Thank you for your letter dated 28 September 2012 about our automatic enrolment communications campaign.

The Department takes its responsibility to inform individuals about the October 2012 workplace pension legislation very seriously, a fact which underpins the whole campaign.

In order fulfil these responsibilities as effectively as possible, we have enlisted the help of a number of well known bosses and business leaders like Theo Paphitis, Nick Hewer, Ian Cheshire, Nikki King and Karren Brady.

We did this because the idea of using bosses and business leaders to deliver the message tested well in focus group research with the individual audience the campaign is aimed at. People told us the use of well known people added impact and stand-out, creating engagement that helped deliver the messages more clearly.

In the TV ad, each of the bosses helps to explain what's happening and indicates that they will be enrolling their eligible staff in a work place pension at the appropriate time.

The call to action at the end of the advert tells individuals where they can find out more about their own personal circumstances in relation to automatic enrolment.

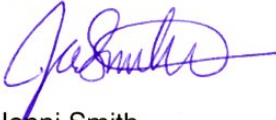
All of the companies featured will be automatically enrolling their staff in a work place pension at the appropriate time, as part of the new legislation.

Likewise, all of the staff featured in the adverts work for companies that will be automatically enrolling eligible people, in line with the legislation.

Everyone who featured in the adverts, both staff and business leaders, backed the campaign by giving their time free of charge.

The automatic enrolment legislation applies across both private and public sector organisations. All Government departments, including DWP, will be automatically enrolling eligible staff who currently do not have a pension. into a workplace pension at the appropriate time in the staging process.

Yours sincerely



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