

Poster



Table Tent



Activity Book



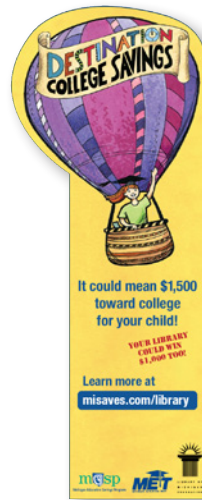
Statement Stuffer



Flyer



Bookmark



Website



Michigan Education Savings Program

CHALLENGE

The Michigan Education Savings Program (MESP) and Michigan Education Trust (MET) are the state's two official 529 college savings plans, which help Michigan families of all income levels and backgrounds save for college. In 2010, Pace & Partners was asked to expand Michigan's grassroots network of potential 529 plan investors, building on the award-winning campaign we developed in 2008.

SOLUTION

Building on the strategic campaign from the initial launch, Pace created a multi-faceted campaign utilizing a number of tactics to engage the interest of children while providing important messages about college savings to parents.

RESULTS

The Destination College Savings sweepstakes was a tremendous success. More than 6,500 parents entered the contest, with over half of the parents requesting more information about MESP and MET. These entries serve as a database for future contest promotion and distribution of MESP and MET information. The addition of the instant-win component brought more visitors to our site than ever before—over 14,000 visitors. The instant-win site received over 10,000 entries, with 1,000 winners.

COMMUNICATIONS

