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Preparing Americans for Retirement with the Nationwide RetirAbility Check...

Situation

To help Americans prepare for retirement, Nationwide Financial and the Center for Retirement Research at Boston College developed the National Retirement Risk Index. To extend the power of the index to consumers, Nationwide partnered with Rosetta to create an interactive experience unlike any other offered by Nationwide's competitors.

Solution

Through an intense user-centered design process, Rosetta's Interactive Marketing team collaborated with Nationwide to design and develop a highly engaging user experience. Live action video was used to deliver content in a personalized manner, based in the answers provided by participants.

Results

- An interactive rich media experience that educates consumers on retirement readiness.
- Establishes Nationwide as a thought leader in the retirement and financial services industry.
- Garners buzz for a tool that is the first of its kind in the industry.
- More than two-thirds of participants who start the experience finish it and get their R-score.