RESAVER GO Launch Campaign – Agency Briefing

We're looking for a B2B marketing agency to launch RESAVER GO across Europe in early 2026.

RESAVER GO is a supplementary occupational pension plan created to support Europe's mobile research talent. It is simple, portable, and pan-European — a plug-and-play pension membership designed for research organizations, with no implementation cost and fully managed for them by the non profit initiative of the European Commission, the RESAVER Pension Fund. Aligned with the European Research Area (ERA) policies, RESAVER GO is specifically designed to eliminate pension gaps for researchers who are otherwise not covered by a supplementary pension— such as those on short-term or international contracts, or working in startups and spin-offs.

We're seeking a creative and capable **B2B digital marketing agency** with experience in finance, higher education or research sectors to help us launch RESAVER GO across several EU countries — engaging HR, finance, and policy leaders in public and private organizations active in research. The 4-month campaign will begin in **mid-January 2026**.

© Our Mission

Mobile researchers in Europe often fall between the cracks of national pension systems. RESAVER GO changes that.

We want to make sure that employees - mobile and non-mobile – of organisations with research activities in the EU have access to a fair, flexible supplementary pension — whether they're in a large organisation or a startup, when they are not covered by an existing scheme.

RESAVER GO is not a financial product — it's a **mission-driven initiative**. Our launch campaign must reflect this.

B2B Target Audience

We're targeting institutional decision-makers at research-performing organizations in:

Spain, France, Belgium, Czech Republic, Italy, and Austria.

Target personas are decision makers:

- **HR Directors**: focused on mobility, retention, and employee benefits.
- **Finance Directors**: focused on cost, compliance, and funding eligibility (Contribution to RESAVER is eligible personal cost in Horizon Europe grants).
- **CXOs and Strategy Heads**: focused on employer branding, talent competitiveness, and European policy alignment.

What We Need

We are inviting proposals for a **4 month, multilingual, pan-European launch campaign**. Your agency should be experienced in B2B marketing, with capacity to execute across key markets and languages (preferably EN, FR, ES, DE, IT, CZ, NL). Deliverables include:

- LinkedIn-focused campaign: organic + paid, post calendar, short-form content
- Landing page content
- Short video (explainer or story-driven)
- Articles and press content: placed on platforms read by HR, higher education, and public sector leaders
- **Performance tracking**: with regular progress reports and optimization

You can reuse existing RESAVER brochures, decks, RESAVER GO online pension simulator (www.resaver.eu) and FAQs where helpful. Original creative and storytelling are expected.

We are interested in raising awareness but we are ultimately looking for organisations with research activities in the target countries to join RESAVER GO.

Timeline

- Briefing session: Friday of Nov 24th 2025
- Proposal deadline: 8 December 2025
- Selection & onboarding: by 15 December 2025
- Campaign launch: ~19 January 2026
- Run period: Mid-January to mid-May 2026

Tone & Message

Our voice is:

- **Different** not a traditional financial product, can be more engaging and close
- Mission-driven we protect researchers' future across borders
- Clear and professional speaking to HR and finance leads, not end users
- **EU-aligned** our value fits Horizon Europe, mobility, and talent goals
- It is important that RESAVER GO is seen as a supplementary solution to cover existing pension gaps for employees of research related organisations in the EU, not a competing solution to current pension solutions

✓ Interested?

Email us your expression of interest or questions at contact@resaver.eu.

Please include:

- Link to your portfolio or relevant past campaigns (esp. B2B / public sector / EU)
- Your experience with LinkedIn, multi-country execution, and HR/education segments
- Language capabilities and core team members
- When you'd be available to join the November briefing

Let's make researcher pensions portable — together.

www.resaver.eu