Communication campaign toolkits

Get organized and make an impact with a global financial wellbeing calendar of events and initiatives to improve financial health and drive benefits uptake.

How it works

We will work with you to create a calendar packed full of key social awareness events and wider initiatives specific to your organization. Against these dates, we will map out the benefits that align so we can provide timely benefits education and encourage easy action.

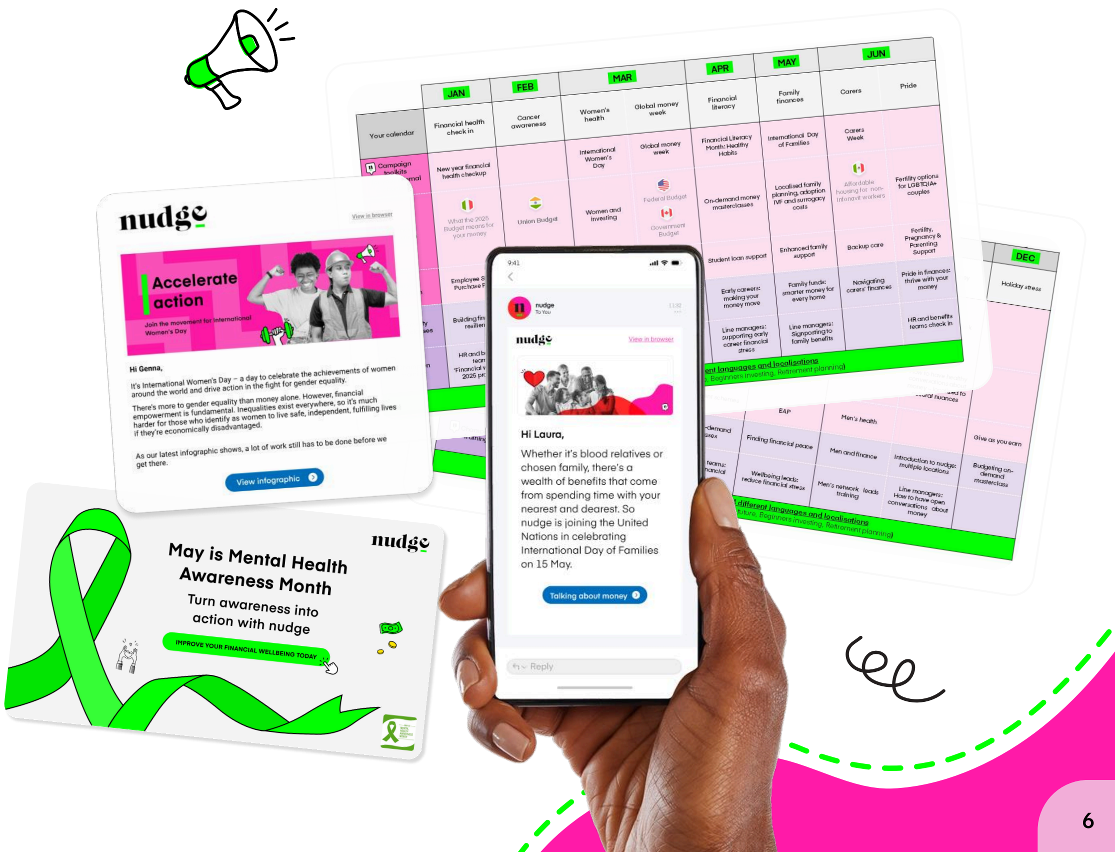
As part of these campaigns throughout the year, our creative toolkits will support the milestones featured in your financial wellbeing program to drive activity. These include benefit education nudges, ready-to-use communication templates, nudge platform promotional assets, and live masterclasses. Your CSM will work with you to make the most of these campaigns.

The benefits

- Structured approach to wellbeing planning
- Easy-to-use communication resources
- Improved education of your benefits

> We were thrilled with the results from nudge's International Day of Families campaign. We saw 74% of our people engage with the campaign, and an increase in the number of forms coming through compared to last year which nudge definitely helped us to achieve. It's clear that utilizing events like this alongside nudge's campaign toolkits helps contextualize the important messages we want to get out to our people so they stay informed and take action.

Cara Christou
Reward Lead
DAC BEACHCROFT



Community engagement

Community engagement is the human side of nudge, where people connect, share, and learn together through experiences that bring financial education to life. Delivered alongside the platform, live and on-demand sessions give your people the chance to learn in the moment, apply knowledge directly, and continue their financial wellbeing journey with nudge.

How it works

Our team works with you to design the right mix of sessions and support - always powered by nudge - so your financial wellbeing strategy truly connects with people and achieves your program goals.

Sessions and support include:

- Introduction to nudge
- Money masterclasses
- Community masterclasses
- New joiner masterclasses
- Early careers masterclasses
- On-demand masterclasses
- Advocate and champion training
- Train the trainer
- Communication consultation and support

Unlike standalone training, community engagement is fully integrated with nudge. Employees engage live in sessions and continue learning on the platform, ensuring momentum and measurable progress.

The benefits

- Extends program reach and impact
- Builds a network of promoters
- Gain further insights and feedback

DOWNLOAD BROCHURE

> Excellent training, loads of takeaways to help me start discussions around financial health with colleagues.
>
> **Mental Health First Aider**
>
> **ACCA**

EXPLORE HOW ACCA IMPLEMENTED A GLOBALLY-CONSISTENT FINANCIAL WELLBEING PROGRAM

Multimedia education

Recognizing that people learn in different ways, we maximize engagement with nudge by delivering education in various formats.

> nudge has so much to offer and its easy-to-use platform makes for a fantastic employee experience!
>
> **Kayleigh Pugh**
> **Employee Benefits Manager**
> Capgemini

How it works

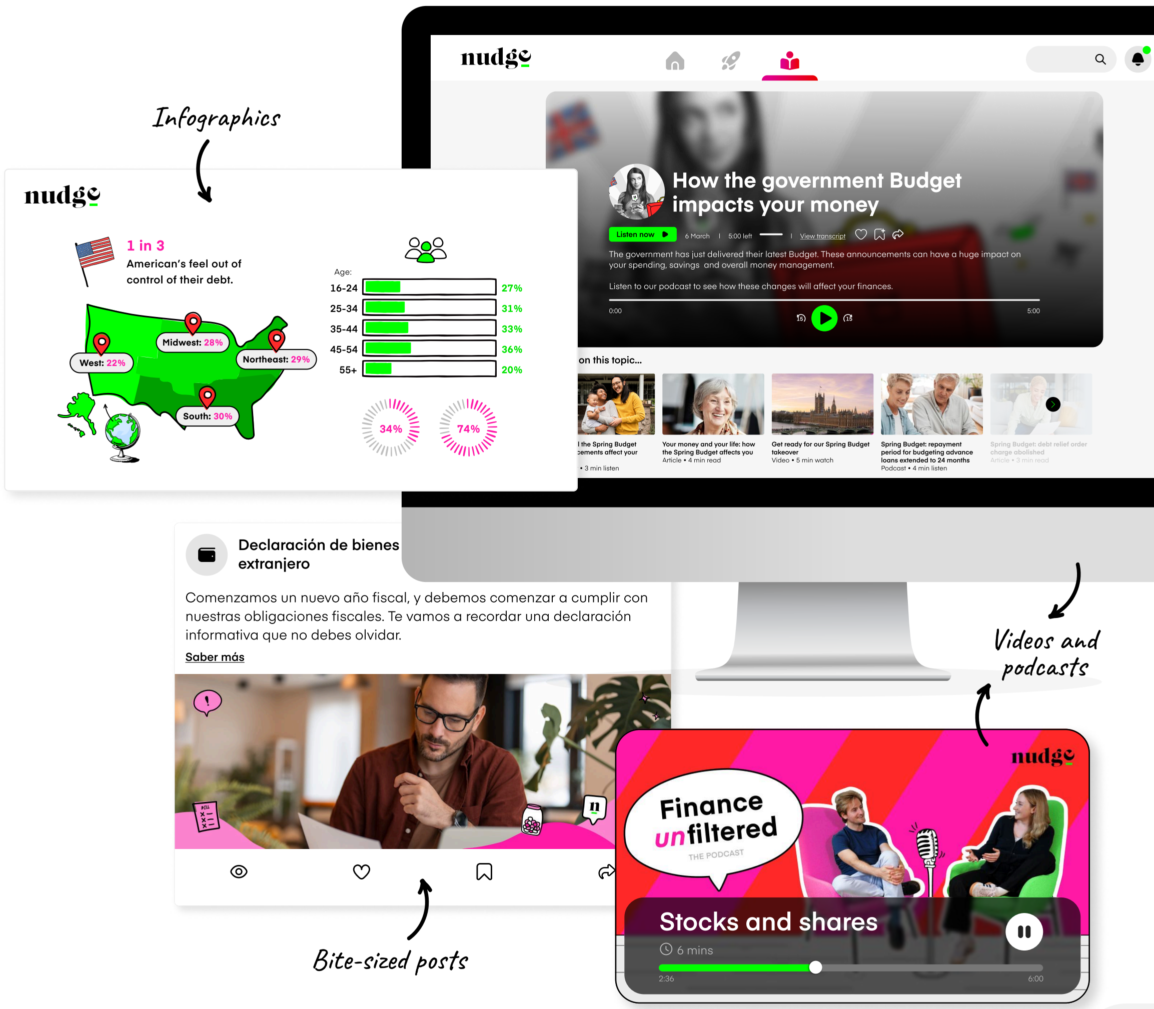
Using profile data, geographical location, personal circumstances, market events, and employee-added interests, an individual consumes their education via a highly-intuitive education feed with the latest, most relevant financial education – curated by our in-house personal finance experts. In one click, your people can save and review later, or share with friends and family for them to benefit too.

Underpinned by machine learning, an employees' nudge feed adapts to their preferences and needs as they evolve over time, meaning that everyone enjoys a personalized financial and benefits education experience.

This personalization, along with multi-format delivery (long-form, short-form, video, audio, infographics, interactive tools), makes nudge a simple, natural, and engaging experience.

The benefits

- Optimized engagement through varied learning
- Personalized experience boosting engagement and impact
- Intuitive format simplifies complex financial topics



Money coach

> A great offering that includes extremely valuable guidance and tools that support our employees across a wide range of financial areas, delivered in a very timely and easy to digest format.
>
> **Becky Stanley**
> **Reward Manager**
> **MEDIABRANDS**

Imagine being able to give your people a way to ask questions about their personal finance needs and interests anytime, anywhere, and in the language of their choice. nudge's money coach enables you to do just that.

How it works

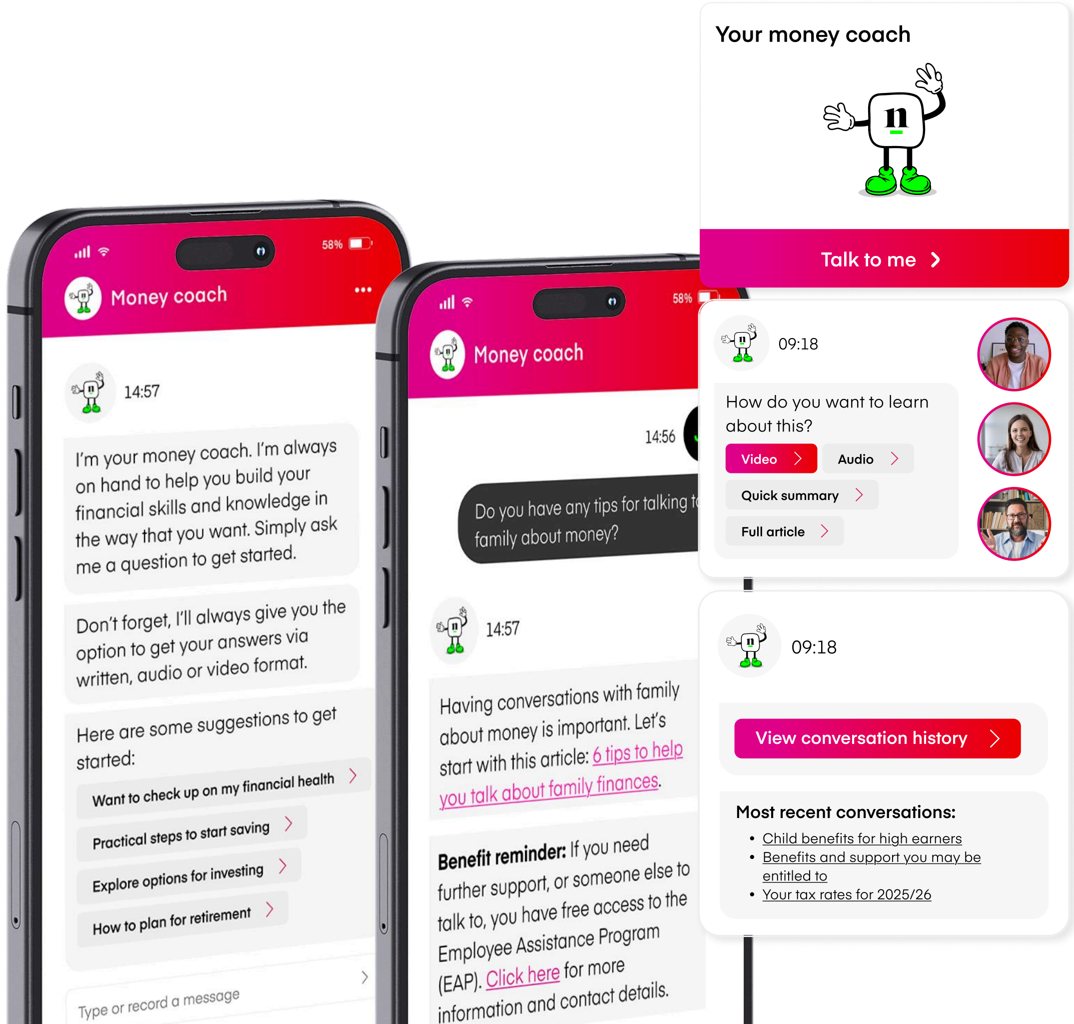
Powered by AI, your people can ask their money coach a question and receive impartial, validated, and up-to-date education and information on their money and benefits – giving your people a safe space to navigate the world of money and build their skills.

Whether they're worrying in the middle of the night, or planning future goals with family, their personalized money coach is always there to support them.

When combined with our education in the feed, timely nudges, and masterclasses, the money coach helps your people drive action on their finances and benefits at scale. What's more, as the world becomes increasingly litigious, nudge's full audit trail provides you with visibility, governance, and peace of mind.

The benefits

- Instant, personalized responses drive action
- Accessible anytime, anywhere
- Full audit trail for visibility



Notifications or 'nudges'

When there's something your employees need to know or a financial action they ought to take, we'll send them a personalized, timely nudge to their preferred communication channel. Powered by behavioral psychology and data, we send the right information to the right people, at the right time.

> I love that nudge are able to tailor the financial information to the individual and the nudges direct people to financial matters important to them rather than employees having to seek it out for themselves. The nudges prompt action and enables us to ensure that our employees have access to timely and relevant financial information in a quick, accessible format.
>
> **Kirsten Burtoft**
> **Total Rewards Manager**
> AMC NETWORKS

How it works

Notifications contain bite-sized education that link to further information on the nudge platform or next actions. Triggered by key moments in the personal finance world, organization announcements or an employee's interests and profile data, nudges are delivered to the employee's preferred communication channel, whether that's SMS, email, WhatsApp, or MS Teams.

Your people are kept up to date on the latest legislative changes, personal finance market events and benefits relevant to them. They are also given a clear next step to learn more or take action.

The benefits

- Meets people where they're at
- Drives positive behavioral change
- Increases benefits uptake

Money moments

An enhanced view of all the impartial, local financial education available on nudge, categorized by popular interests and topics.

> The platform offers simple, bite-sized lessons that make complex financial topics easy to understand. It includes interactive tools to help users begin their financial journey. You can choose topics that interest you, with the assurance that there is no promotion or selling of financial products.
>
> **Kiran Devani-Moody**
> **Principle Benefits Partner**
> **intuit**

How it works

Money moments brings together the financial topics that shape everyday life, tailored to people's personal goals, needs, and challenges. Whether they're planning ahead or reacting to change, our intelligent tools and conversational prompts make planning effortless.

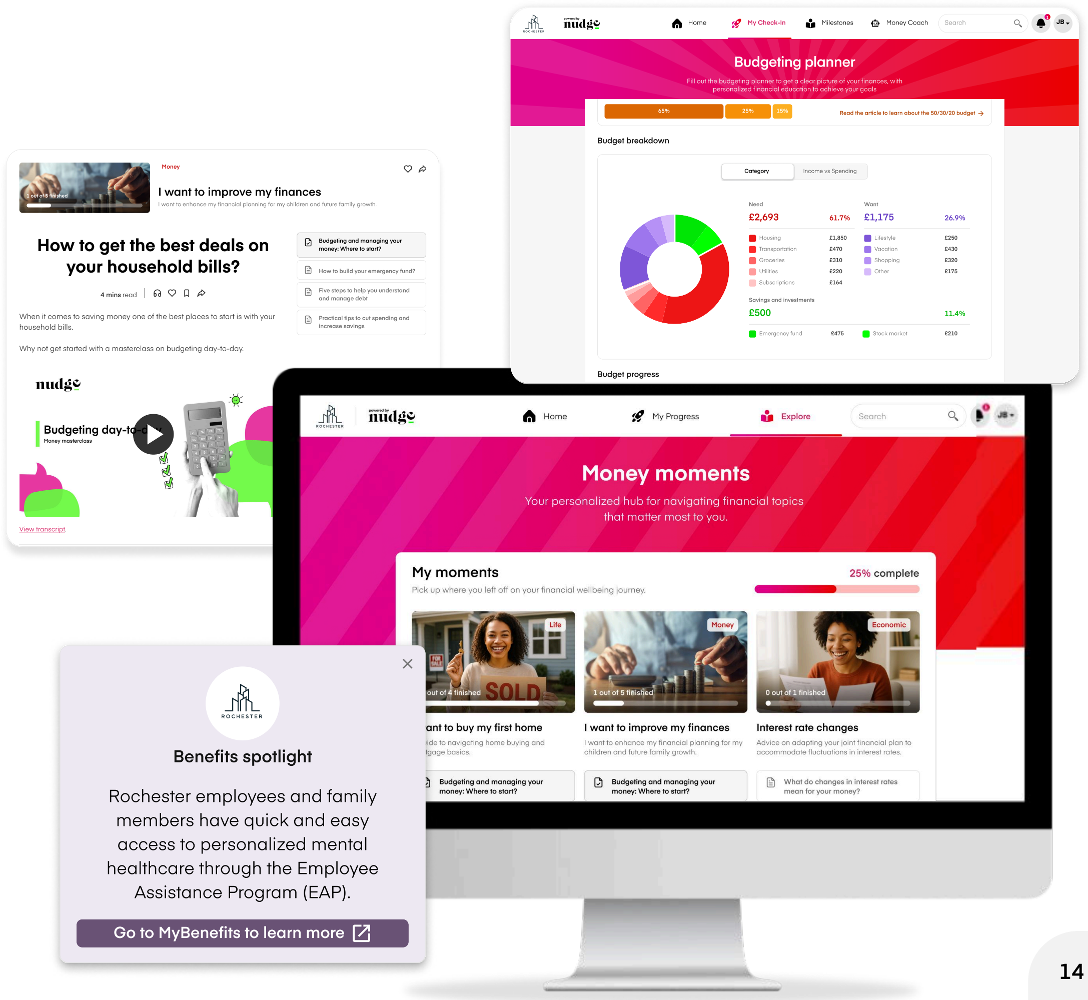
This provides your people with a safe space to learn, prepare, and take action whatever their priority, including:

- Events (e.g. government budgets/elections, new to the workplace, relocating)
- Milestones (e.g. retirement planner, buying a house, getting married)
- Missions (e.g. building an emergency fund, paying off debt, understanding their equity plan)

Your Total Rewards data embeds into our hyper-personalized financial education journeys, so the nuances of real-life financial decisions are explained within the context of the individual's salary, bonus, equity, retirement, and other benefits, helping your people to achieve their goals.

The benefits

- Builds knowledge and skills to improve confidence and reduce stress
- Promotion of benefits in context drives uptake
- Self-serve journeys reduce HR queries and admin



Financial health checkup

For employees, the financial health checkup helps them to understand their financial health and tailors their financial education accordingly. Meanwhile for employers, aggregated data helps you to understand and track the financial health of your workforce.

> An engaging tool that is simplistic in nature but highly informative and catered to the needs of the employee.
>
> **Craig Peck**
> **Head of Reward and Global Mobility**
> ab agri

EXPLORE HOW AB AGRI ROLLED OUT NUDGE IN 8 REGIONS

How it works

Our checkup individually assesses your employees across five established financial pillars: Borrowing, Learning, Planning, Saving, and Spending. Your people will get an instant financial health score that identifies the key areas they need to focus on in their financial education and the relevant benefits you can offer to help.

Every employee will receive a unique, tailored plan of recommended financial education and benefits to help them improve their financial health over time.

Your real-time nudgenomics data will report on your people's overall financial health, helping to inform your strategy to promote the right benefits at the right time.

The benefits

- Identifies individual employee needs and next steps
- Demonstrates changing financial health over time
- Informs strategic reward and benefit decision making