

Case Study:

# How ABInBev used nudge to increase the take-up of their unique benefit offerings.

## The company

**Established: 1366**

**Industry: FMCG**

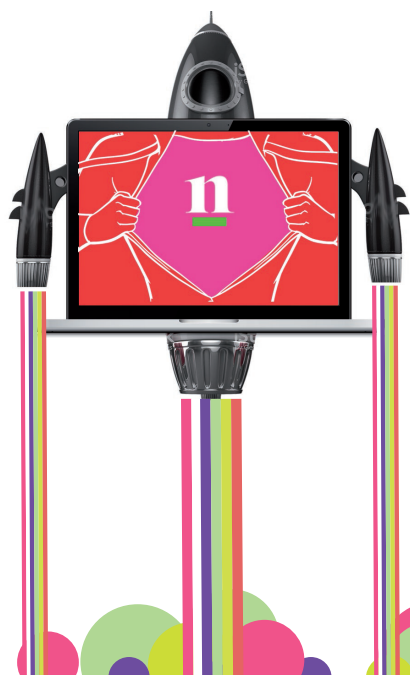
**No. of Employees: 10,000+**

## The challenge

- Founded in 1946 by the Artois Breweries, now AB inBev, the Verhelst Foundation provides wellbeing support for employees and their families.
- One focus of the Foundation is the Children's Scholarship Fund, a grant to pay for higher education costs for the children of AB InBev employees.
- Aware of nudge's ability to use personalisation and behavioural psychology, nudge was tasked with boosting awareness and take-up of the grant as it was in decline due to other competing initiatives.

## The solution

- Crafted and delivered a series of bespoke nudges that provided information, tips and tricks related to the finances of higher education, as well as introducing and promoting the grant.
- Personalised the nudges according to the eligibility criteria as well as the individuals' past engagement with nudge.
- Delivered the education to employees via their preferred channels - email, SMS or WhatsApp.



## The results

↑ +100%

As a result of the campaign, successful applications of the grant more than doubled, therefore changing the education and futures of many beneficiaries.

"By using nudge, not only are we improving our employee's general financial wellbeing, we are also able to promote and 'nudge' our employees about the fantastic benefits available to them that set us apart as an employer.

We know from the increased participation in benefits like this and direct employee feedback that the nudge service is making a real impact on our employee's lives, creating brighter financial futures for them and their families."

Rose Kelly, UK Payroll Manager

## Say hello

If you would like to find out more about using nudge to empower financial freedom in your organisation, please email us at [hello@nudge-global.com](mailto:hello@nudge-global.com) or visit [nudge-global.com](https://nudge-global.com).

