



Financial education: secret ingredient in bonus sacrifice uptake



Established:
1824



Industry:
FMCG



Employees:
4,000+

THE CHALLENGE

Mondelēz International partnered with nudge to drive better awareness, understanding and utilization of its benefits and enhance overall employee financial wellbeing.

One of the primary focus areas was to educate employees on the advantages of bonus sacrifice, by showcasing how they can save tax, but also pave the way for long-term wealth accumulation. They aimed to equip their colleagues with valuable financial knowledge and skills for a more secure future.

THE SOLUTION

The initiative comprised of three key components:

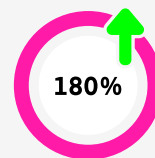
- 1 Revamping the registration process: enhancing the signup process for bonus sacrifice by streamlining and simplifying the experience for users.
- 2 Rebranding the campaign: the bonus waiver/redirect campaign is now known at Mondelēz as bonus sacrifice, to convey its purpose clearly.
- 3 Teaser communications: the introduction of personalized and timely financial and benefit education communications from nudge during the campaign launch proved to be highly effective. Campaign nudges were sent to 2,400 people through email, WhatsApp and notifications from nudge.

THE SOLUTION CONT'D

The synergy between the wider benefit and retirement team, and the various communications with nudge were key to the success of the campaign.

By leveraging a diverse range of channels to increase and reinforce the core message, Mondelēz International increased awareness and made a lasting impact. This collaborative approach not only elevated the campaign but also set a strong standard for effective benefit communication going forward.

THE RESULTS



increase in employees utilizing bonus sacrifice

increase in total saved via scheme



“We partnered with nudge to improve the financial wellbeing of our colleagues, which has become even more important in recent years. One of our focus areas was on retirement planning and to see, through this campaign, so many colleagues take advantage of investing some or all their bonus into their pension is a fantastic result with a lasting impact.”

Catherine Paul, Rewards Lead, Mondelēz

