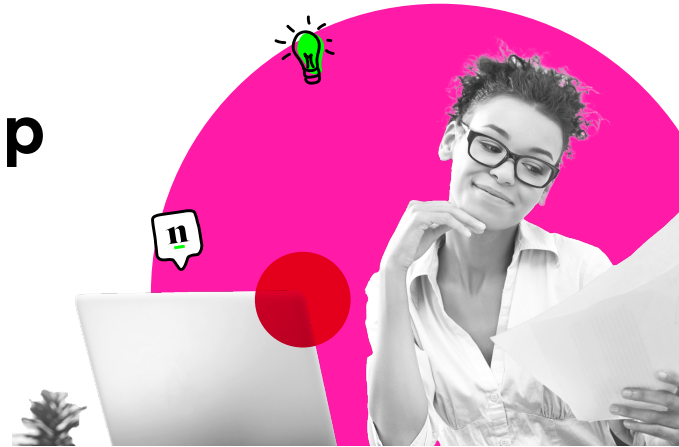



50% increase in take-up of sharesave scheme



THE COMPANY

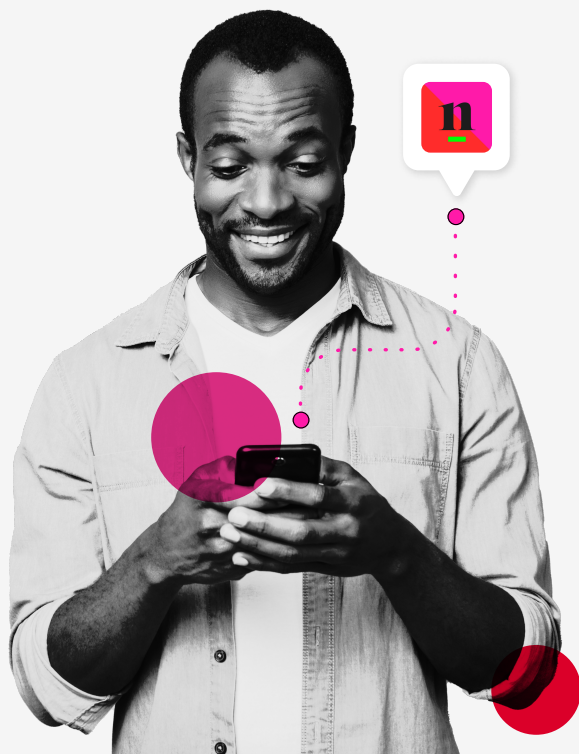
 Established:
1934

 Industry:
Casinos and gaming

 No. of employees:
10,000+

THE CHALLENGE

- ▶ William Hill's employee sharesave scheme is an opportunity to share in business success and helps employees save for medium-long term goals in a simple, hassle-free way.
- ▶ Unfortunately, for many, the scheme triggered an immediate barrier caused by the perception that shares are too complicated and too much of a risk.
- ▶ William Hill and nudge partnered on a campaign to break down these barriers and drive take-up.



“

We really wanted to get the message across to our employees that the sharesave scheme offers a very simple, hassle-free way to save for their medium-long term financial goals. We were delighted with the highly personalized and creative way nudge supported us to achieve this and are even more delighted with the results!

Carole Daley

Reward and Benefits Manager,
William Hill

THE SOLUTION

- A three phase educational campaign to all employees using nudges (personalized and timely prompts).

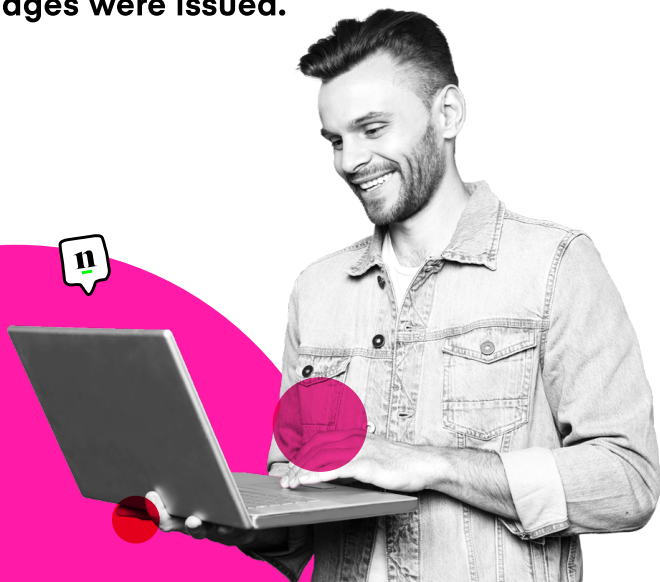
The nudges included were:

- a 'primer'
- 'time-for-action'
- 'reminder' nudge to promote the scheme.

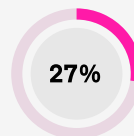
- **nudge segmented employee data based on psychological research of the main frictions and barriers for individuals when considering sharesave plans.**

- **Five variations of the 'time-for-action' nudge were created, with tailored content and designs, playing on the behavioral levers that would drive take-up, split by career stage and age.**

- **nudges were split again by previous participation in the sharesave scheme. A total of 12 nudges were issued.**



THE RESULTS



Brand new participants

18-23

Highest new participant age group (38%)

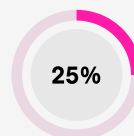
£130

Average savings per person

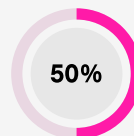
£260,265

Total value of savings

SHARESAVE TAKE-UP



All employees



Employees who got a nudge




2021 ProShare award winner:
Most Effective Communication
of an Employee Share Plan

nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

 **300+** global clients

 **100+** countries

 **1.5 million** lives

nudge

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