



Doubled AB InBev's family education grant applications



THE COMPANY

 **Established:**
1946

 **Industry:**
FMCG

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

THE RESULTS





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

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 personalization and behavioral psychology, nudge was tasked with boosting awareness and take-up of the grant as it was in decline due to other competing initiatives.

THE NUDGE 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. Delivered the education to employees via their preferred channels:
 - Email
 - SMS
 - WhatsApp
- Personalized nudges according to the eligibility criteria as well as the individuals' past engagement with nudge.