

Financial education: A bet that pays off for everyone




Flutter™

THE COMPANY

 **Established:**
2019

 **Industry:**
Entertainment

 **No. of employees:**
24,000+



THE CHALLENGE

Flutter Entertainment wanted to ensure global consistency across its diverse benefit and wellbeing communication strategies. At the time, the company was made up of multiple divisions, each with its own distinctive brands. The challenge was to deliver a cohesive and streamlined financial wellbeing and communication experience across all brands.

THE SOLUTION

Flutter Entertainment partnered with nudge to underpin their overall strategy “Be well, live well, save well” with personalized, impartial financial education. Taking a phased approach, implementation began with FanDuel, a flagship brand under Flutter Entertainment. The outstanding results from this launch (60% employee engagement in the first 6 months) prompted the team to expand the program to employees across all brands.

The “Go-live phase,” during which nudge was introduced to additional brands and countries, was driven by a well-orchestrated communication strategy, structured into three distinct phases.

Phase 1: Initial FanDuel roll out

- All employees received “nudge is coming” emails and calendar invitations to ‘Intro to nudge’ masterclasses.
- Introduction and promotion of nudge on FanDuel’s benefits platform.
- “Rookie Card” weekly email campaign to employees about new benefits (one week dedicated to nudge). Baseball cards were used as a communication tool, which made the launch messaging more relevant and easier to understand.

THE SOLUTION CONT'D

Phase 2: Expansion to more countries and brands

- "nudge ambassadors" were selected and engaged in the go-live phase to champion the launch.
- Ambassadors and communication leads utilized collateral provided by nudge, including digital signage, intranet articles, and social media posts.
- Reward leads were given launch messaging and "Intro to nudge" masterclass calendar invites were sent out, accompanied by a pre-read briefing.

Phase 3: Final launches to remaining countries and brands

- Leveraging the same activities and adjusting where needed due to population demographics.

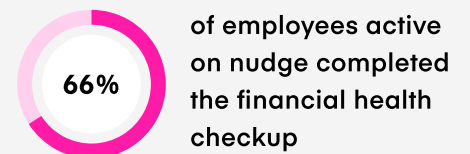
In addition, FanDuel and Flutter Entertainment hosted financial wellbeing training targeting specific communities such as the BOLD community (Black Organization for Leadership and Development), a 'Pride and prosperity' masterclass for LGBTQ+, a festive finances masterclass and DE&I training, reaching a wide range of key groups. Attendance ranged from 100 – 400 employees per session.

THE RESULTS

Phase 1 launch (FanDuel):



Global launch (Flutter Entertainment):



5 star rating for masterclasses



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

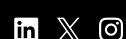
100+ countries

2 million people

nudge

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