



Winning execution example: Best communications strategy for benefits uptake

Mattel UK employs a diverse, multi-generational workforce. Our employees range from early-career creatives to seasoned professionals, each with unique needs and varying familiarity with benefit schemes.

At Mattel We offer a comprehensive suite of benefits from multiple providers, including Healthcare, Dental insurance, Holiday Purchase, Pension, Cycle to Work, Volunteering Days, Multiple Employee Assistance Programmes, Corporate Discounts, Life Assurance, Family Benefits, Eye Test & Display Screen Equipment.

Feedback on benefits highlighted feelings of lack of clarity, overwhelm and confusion, with key information being fragmented across platforms. Resulting in low benefit uptake, poor return on investment and low employee satisfaction.

Previous employee surveys, focus groups, and usage analytics revealed pain points: information spread thinly, lack of centralised access, and low awareness. We benchmarked industry best practices and leveraged Reward Gateway's technology for insights and execution.

Our goal was to transform benefits communication: demystifying our offering, improving accessibility, and fostering a benefits-positive culture.

Benefit Communication Objectives:

- Centralise all benefit information in an intuitive, engaging way, using Reward Gateway portal home page to create a one stop shop for all benefits.
- Increase year-on-year benefits uptake by 30%.
- Embed benefit literacy into onboarding and ongoing engagement.
- Achieve measurable improvement in employee feedback on benefits communication and access.

