



## Winning strategy example: Best financial support strategy for employees

Our April financial wellbeing campaign was delivered as an integrated programme of new benefits, targeted education, and relatable engagement.

We launched Salary Finance Advance, providing safe, affordable access to earned pay, helping employees avoid high-interest credit. This was supported by three expert articles tackling key money stressors, each paired with signposting to financial planning tools and guidance. The EAP was also promoted consistently to highlight its role in managing financial and emotional pressures.

Recognising the link between physical and financial wellbeing, we promoted Wellhub discounted fitness access, paired with an Easter raffle to drive uptake.

One of our most creative elements was bringing the Reward Gateway blog “Your guide to start building saving habits” to life. Using RG MI data, we identified our Top 10 Savers – employees who had saved the most through discounts. We interviewed them to uncover their saving techniques, designed personalised story templates featuring their photo, name, job title, favourite retailers, savings amount, and method, and shared these on Viva Engage. The response was outstanding: 5,046 views, nearly half our entire workforce.

Bespoke benefit presentations targeted specific employee networks. The YPN budgeting webinar, delivered with Finance and Pensions teams, explored budgeting strategies, available benefits, and the value of early pension saving. The interactive session sparked strong engagement and a follow-up “From Renting to Owning” workshop is planned, supporting long-term financial goals.

We also launched a self-booking calendar for free 1:1 mortgage advice sessions – fully booked every month this year – and promoted all activity via multi-channel communications: personalised emails, Viva Engage posts, team briefings, platform banners, and network-led forums.

Every element reinforced the message: financial wellbeing is achievable, whatever your starting point.

