



Audience

- Three audience segments – Money Muddled, Money Mindful and Money Managed
- Large numbers of call centre and retail staff
- Many locations across the UK
- 13,000 employees

Objectives

- Promote general financial literacy
- Improve employees' personal financial capability
- Increase understanding of the value of company benefits
- Demonstrate ROI in areas of employee productivity and engagement

Messaging

- Provided ongoing, online financial education
- Developed an offering independent of financial services providers
- Included input from credible third party specialists, including the FSA
- Delivered periodically rather than a single hit
- Identified employee needs through focus groups and research

Media

Multimedia magazine incorporating individual articles in a wide variety of formats including:

- Podcasts
- Video
- Interactive tutorials
- Animation

Delivery

- Pioneered a new approach to financial education in the workplace
- Created an innovative, engaging, and exciting solution
- Developed a solution accessible at home or at work
- Produced multimedia 'articles' to suit a range of levels, needs and interests
- Demonstrated corporate responsibility towards employees
- Produced a comprehensive curriculum
- Implemented Web 2.0 using leading Adobe® technology

Quote from Client

“It's all about equipping them with the education, the support and the tools, so that they can feel empowered to go away and make a financial decision. Whether it's in the workplace, whether it's about their company benefits or whether it's about their own financial circumstances.”

**Juliet Edmonds,
Orange**

Crafting Communication

Orange

Development and creation of Get Money Wise -
an online multimedia financial education magazine

- ✓ Share Plan Communication
- ✓ Financial Education
- ✓ Total Reward



Contact

Copperfield Communication LLP

[T]: +44 (0) 20 8133 8810

[E]: info@copperfieldcommunication.co.uk

www.copperfieldcommunication.co.uk