

Financial wellbeing for HSBC employees

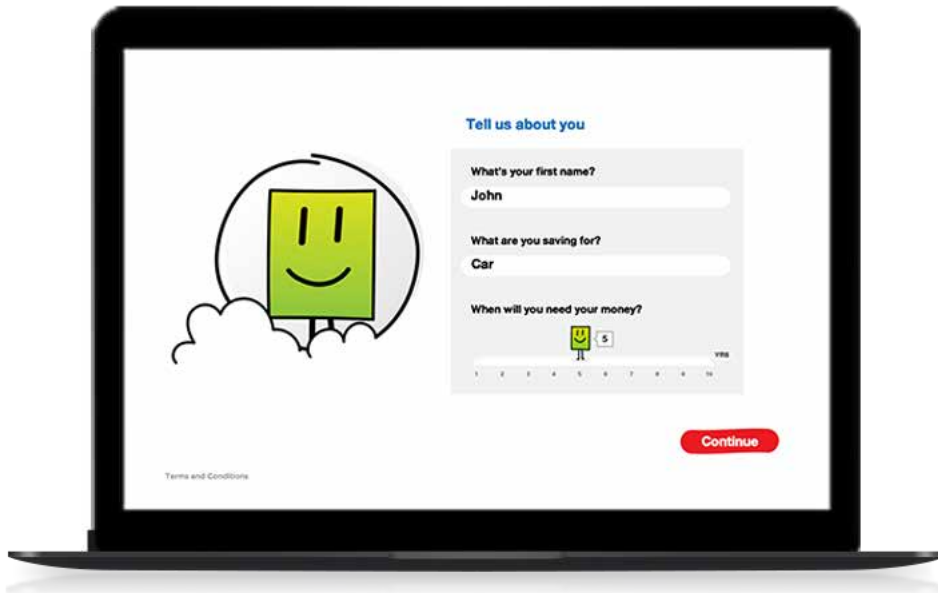
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Today's employees are increasingly looking to employers for more than just a job. Employers can help improve their employees' financial wellbeing by providing them with the knowledge to make informed decisions about budgeting, saving and managing money effectively.

As a financial services organisation, HSBC believed this was integral to the 'duty of care' to its employees, and so developed a platform with Willis Towers Watson that aimed to inspire and educate employees. Landscape were asked to create three key digital tools that were wrapped up within a long-term 'Know You' communications campaign.

'Know Your Priorities' helps employees learn about the different types of financial protection available for employees and their family. 'Know Your Goals' is a simple tool designed to help them know themselves a bit better and learn more about a range of investment products (and their associated risks). 'Know Your Options' is a simple saving vs borrowing calculator that helps employees decide which approach is best.



Financial Education

Web design

Web build

Illustration

Tools

Landscape

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