

Welcome to your Savings champions pack

Your go-to comms guide
for your benefits hub

What's inside



Promoting your discounts and saving scheme and engaging employees



Our 2023 campaign calendar



2023 employee webinar schedule



Your monthly communication toolkits



How to's and FAQs

Welcome to your Savings champions pack

Our experience tells us that awareness, communication, and education is key to ensuring your employees understand how to make the most of the savings and discounts on offer all year round; particularly in the current context of the rising cost of living, where households budgets continue to be squeezed.

As your scheme provider we have a comprehensive communications programme to drive engagement with your scheme throughout the year, which includes:

- A welcome email programme for opted-in new joiners
- Regular email updates each week to opted-in members
- Push notifications to opted in users of the Savings app
- Boost magazine – an exclusive members-only lifestyle magazine
- Competitions, promotions and increased discounts



But it doesn't end there and that's where you can really help to drive engagement amongst your employees to make your scheme a success. We'd like to welcome you on board as one of our Savings 'champions' - to act as an internal advocate in your organisation and champion the financial wellbeing benefits of the scheme to your employees.

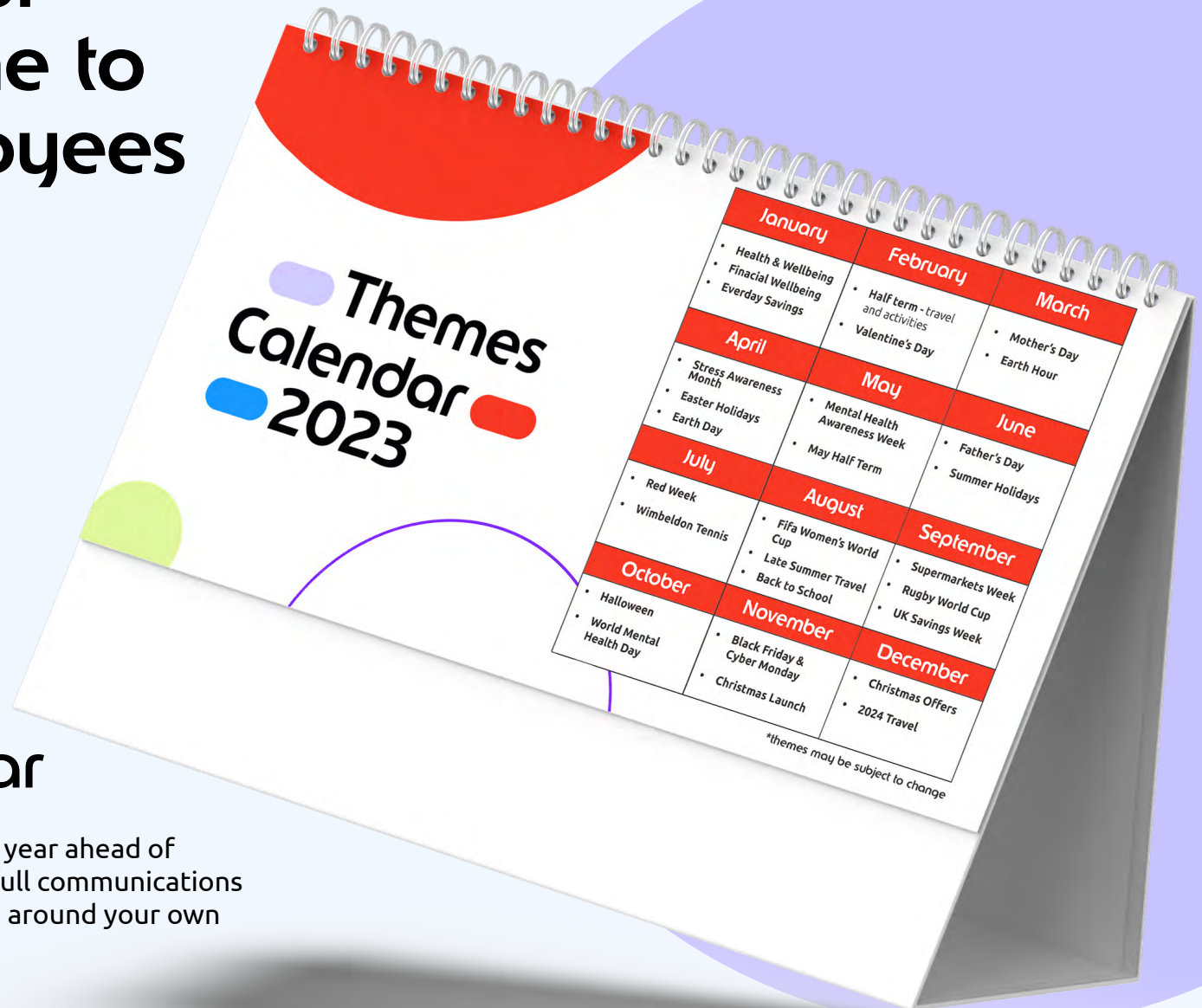
We'll provide you with all the tools you need and this champion's pack contains tips, guidance, and communications techniques that we've gathered from our years of experience delivering this employee benefit to all types and sizes of organisations. We'll help you promote the launch of your scheme internally and show you the tools available to help you promote your scheme and keep momentum and engagement high on an ongoing basis.

Promoting your Savings scheme to engage employees

Our 2023 campaign calendar

We've created a thematic calendar for the year ahead of seasonal campaigns which feeds into the full communications programme. This is to help you plan ahead around your own internal communications schedules.

[View the calendar](#)



Your Savings champions communication hub

We've created a single hub where you can access all the latest communications materials to help you promote your scheme through internal channels. Visit at any time to check out the latest materials at:

www.edenred.co.uk/edenred-savings-toolkit

Scheme launch communications toolkit

If your company are new to the Savings platform, there are marketing assets available to help you launch the scheme internally – including banners, GIFs and posters, which can help to spread awareness of this employee benefit and make sure that your employees know what is available to them and how to use it.



Monthly themed communications toolkits

Every month a new themed communications toolkit will be uploaded to your champion's communications hub. Toolkits can be used for internal promotion of your discounts platform to your staff, reminding them how they can take advantage of this exclusive benefit and keeping the promotional themes fresh and current to show them how they can make use of the discounts on offer at different times of the year, such as Black Friday, Valentine's Day, Christmas and more.

Here is what is available with suggestions on how to use them:

- **Posters** – they can be printed locally in A3 or A4 size to display around the office or workplace to draw attention to an upcoming promotional or themed event. They also feature a QR code that employees can scan to download the Edenred Savings App for free – to start saving 'on the go' straight away.

Posters work best in high traffic areas, such as canteens and entrances/exits. Some of our clients find a great place to put them is on the back of their staff loo doors!

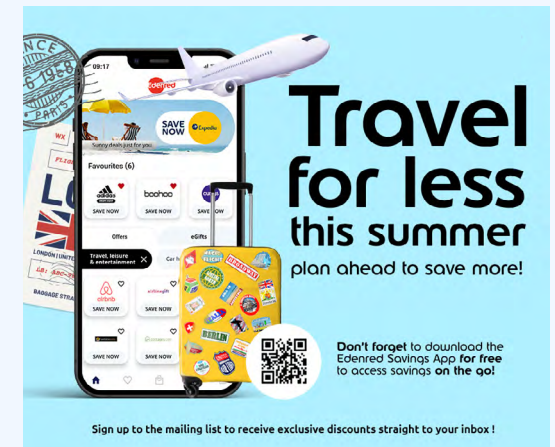


- **Email and web banners** - they are available in a range of useful sizes and can be used on your intranet pages or on Yammer, Workspace etc. They can be used as 'teasers' to promote upcoming promotional events.
- **300x300 pixels** is low-resolution square – best for internal social media tools such as Yammer
- **600x300 pixels** is a low-resolution rectangle – best for inserting into internal emails
- **940x788 pixels** is a medium resolution rectangle banner – best for websites and presentations
- **1920x1080 pixels** is a high-resolution rectangle banner – best for TV screens

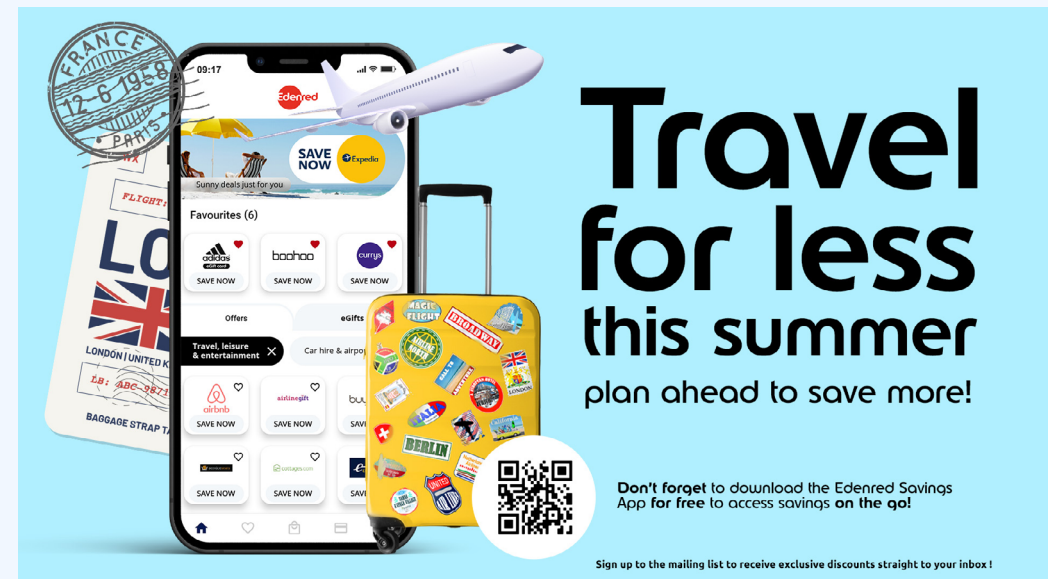
300x300



940x788

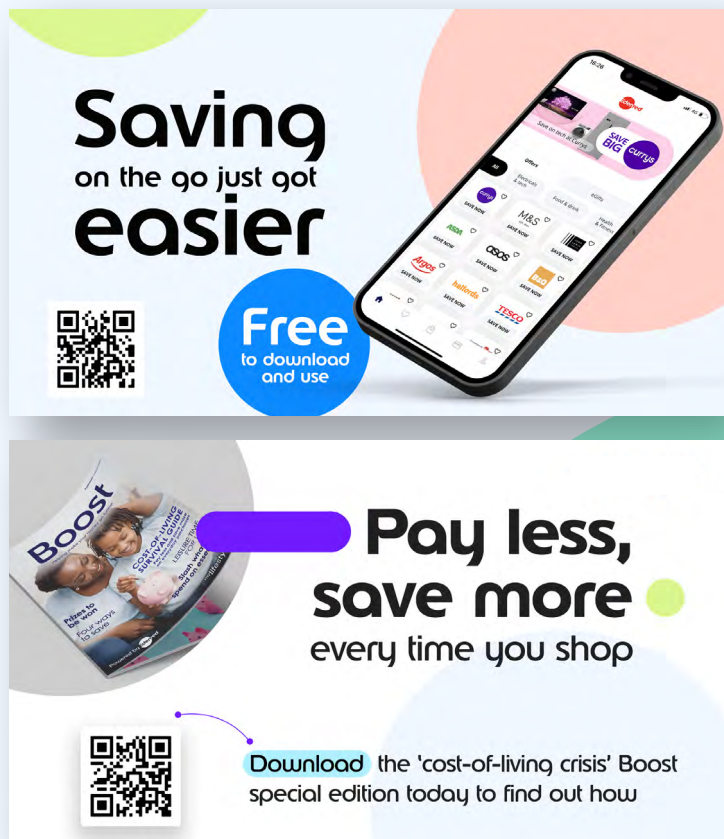


1920x1080



Evergreen communications toolkits

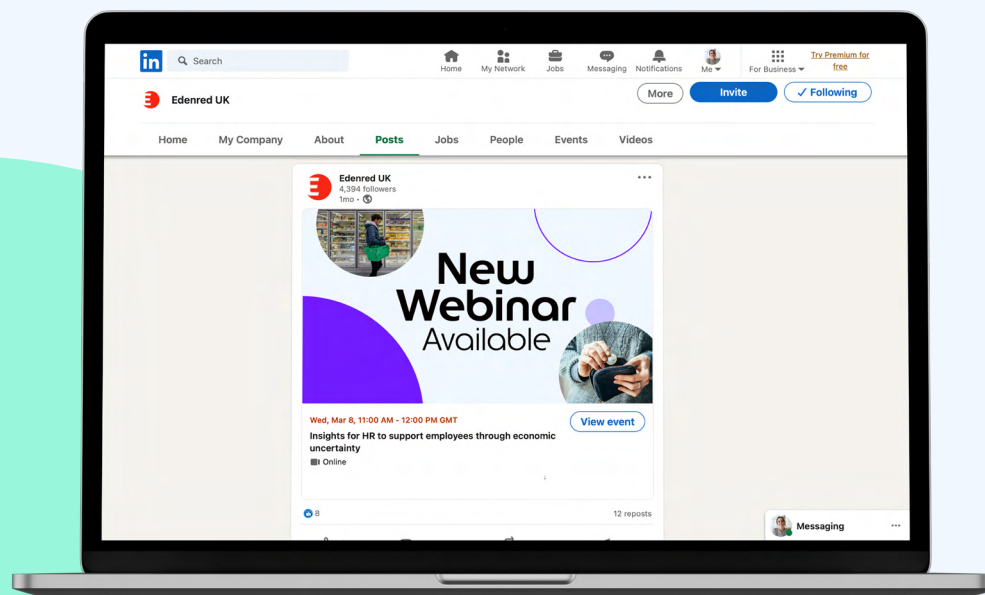
We also have various additional assets to help you communicate about your scheme at any time of the year. Explore the toolkit for how-to videos and category-based materials, such as health and wellbeing, and materials to promote the Edenred Savings app.



Webinars

Throughout the year our communications team host educational webinars for employees. These sessions are designed to help your employees find out more about how they can take advantage of the day-to-day financial savings available through their Savings platform. Webinars will often be themed around large annual campaigns like Red Week, Black Friday, Christmas etc.

We've found these webinars to be really valuable for employees and will always share recordings of live sessions for those that can't attend.



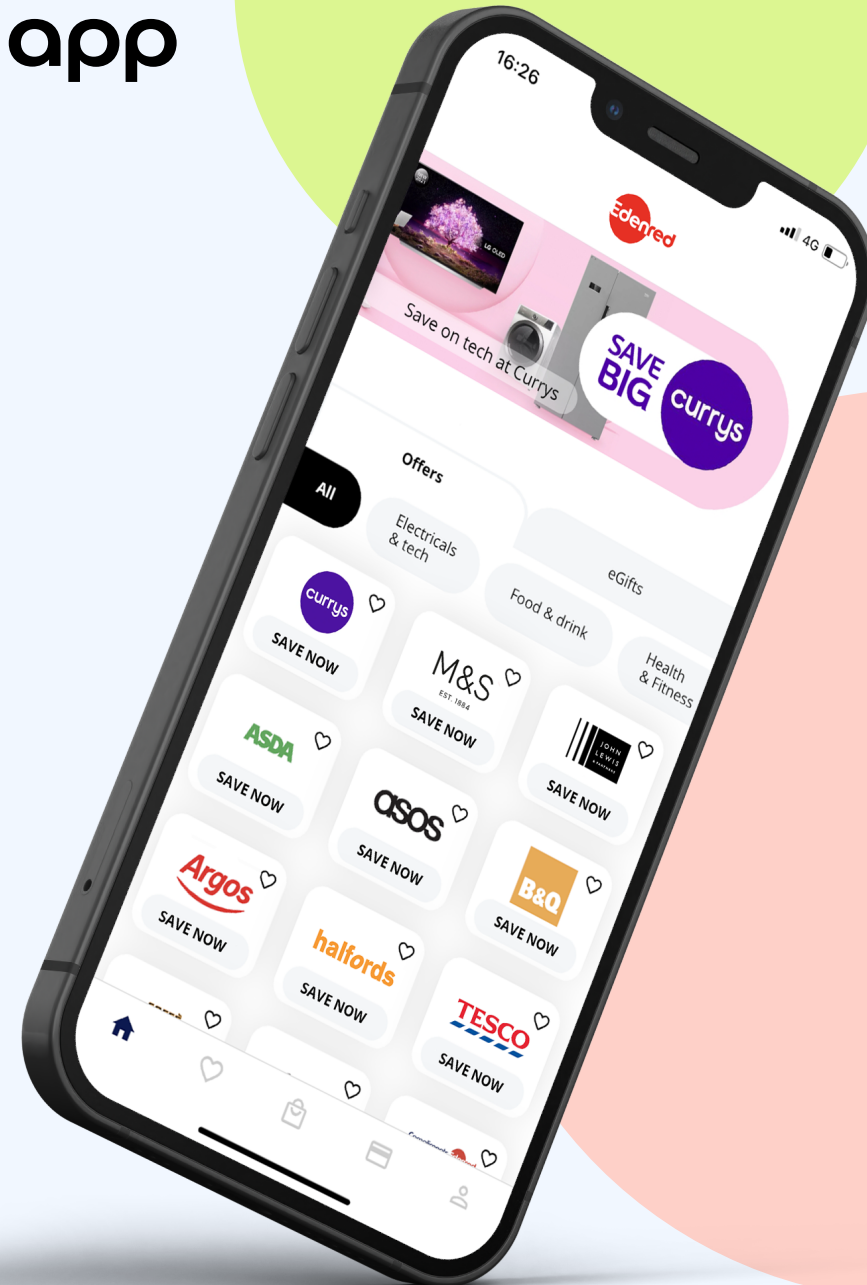
The Edenred Savings app

To make saving on the go even easier, your employees can download the Edenred Savings App for free. Through the app employees can:

- Access their favourite savings and discounts
- Purchase eGift cards and gift cards
- Top up reloadable cards on the move
- Stay in the know about increased discounts and promotional offers
- View order history

To make the most of the App, we recommend employees turn on push notifications to be kept in the loop with increased discounts and special flash events.

Our research has found that Savings members that have downloaded the App tend to use their discounts more and therefore save more, so encouraging App downloads really is one of the simplest and best ways to help engage your employees with your Savings scheme.



**Available to
Download**



Boost magazine

Boost is an editorial lifestyle magazine which is exclusive to your members. We work with our extensive retail network to bring richer content such as recipes, gift guides, travel inspiration and money saving tips, as well as educational content on how to make the most of the Savings scheme.

We produce 6 editions per year, which we email directly to opted-in users, but we'll also post the latest edition on your champion's communications hub, along with some toolkit assets to help you distribute and promote it internally through your own channels.



Keeping you in the loop

Our team will send you a Savings scheme administrator newsletter at least once a month to let you when the latest monthly communications toolkits have been added to the hub. We'll also let you know about any upcoming webinars, new offers added to the platform and share the latest editions of Boost magazine.

We will also invite you to Savings champion's webinars from time-to-time, where you can find out more about campaigns we are running, or to look at specific elements of the scheme in more depth.

Please contact your account manager or email clientcomms@edenred.com to change or update the contacts who should be receiving these updates to make sure you don't miss out.

We hope you've found this champion's pack useful, and we welcome any feedback or questions. Good luck in championing the scheme in your organisation!



Edenred Savings Snapshot

Your monthly scheme administrator updates and communications toolkit



Your July promotional toolkit - Red Week is just around the corner!

From July 10th, we'll be bringing you and your employees some superb savings – from fashion and leisure to travel and tech, there's a huge range of exclusive offers and increased discounts for your employees to take advantage of.

Plus, keep an eye out for our exclusive competition with lastminute.com to win a £400 travel gift card.

Our July toolkit has all of your Red Week promotional banners and posters to help you promote your scheme internally on your intranet, in email newsletters and around the office.

[Download the toolkit »](#)

How to's and FAQs

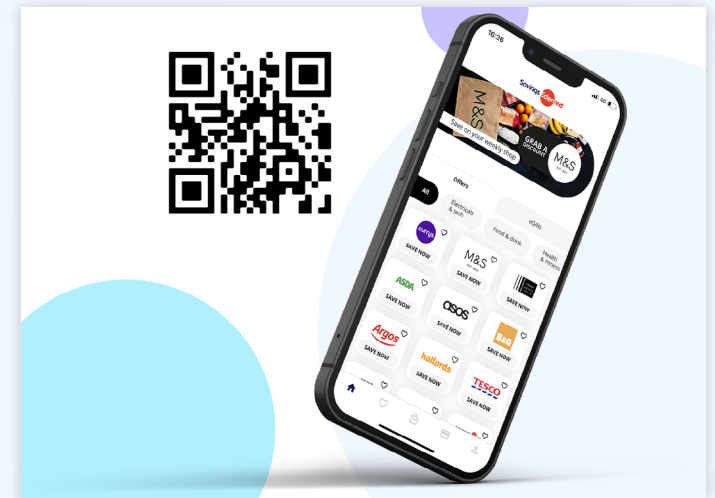
Here are some useful FAQs to help you answer any direct questions from your employees about how to use the scheme.

How do I download the Edenred Savings App?

The app is available on iOS and Android. There is more than one Edenred app in the app store. Make sure you search 'Edenred Savings' and download the app with the red icon shown below. You can also scan the QR code displayed on our toolkit assets (e.g. posters). You will be able to login with the same details that you use for the desktop site.

Through the app you can:

- Access your favourite savings and discounts
- Purchase eGift cards and gift cards
- Top up reloadable cards on the move
- Stay in the know about increased discounts and promotional offers
- View your order history



How do I purchase a discounted eGift card/ gift card?

- 1) Search for and select the retailer
- 2) Enter the value of the eGift/ gift card you want to buy in the custom amount box, or choose a pre-filled amount
- 3) Select whether you'd like an eGift card or gift card
- 4) Add to your basket - the discount will be applied here
- 5) Checkout and pay (you will only pay the discounted amount)
- 6) eGift cards will be emailed to you and gift cards will be sent in the post
- 7) Use your eGift card or gift card as the payment method directly with the retailer.

Before you make a purchase - please check the terms and conditions for any restrictions, including whether you can use the eGift card or gift card online, in-store, or both.

How do I use an online offer code?

- 1) Search for and select the retailer
- 2) Copy the online code
- 3) Go to the retailer's website
- 4) Add what you want to purchase to the basket
- 5) Paste the code into the discount/voucher code box at checkout

Are there any terms & conditions?

Always check the terms and conditions to see how you can use the discounts and discounted eGift cards or gift cards as these vary by retailer and there can be some restrictions to be aware of before you make a purchase.

Does it cost me anything to use the scheme?

There are no fees for you to use the discounts, it is an employee benefit provided to you by your employer to help you save money.

What retailers are on the website

There are over 300 offers to take advantage of on the Savings platform. We have a dedicated team to regularly review and update the offers, so keep an eye out for new additions to the platform. Make sure you are signed up for email updates, where we'll share new offers and brands as they are added to your scheme.

How long does it take for an eGift card to arrive?

eGift cards are sent to the email address you selected at the checkout and are usually instant, however in some cases they can take up to two hours to be emailed to you. Make sure you check your junk folder.

Do I need to spend the full balance on the eGift card?

No - you don't need to spend the total amount on the eGift card in one go. You can continue to use it in multiple transactions until it runs out or until the expiry date.

