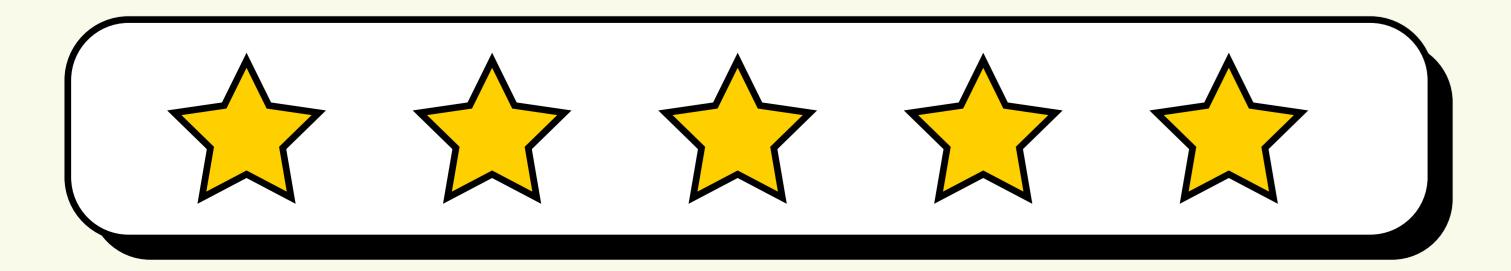
BENEFOMO

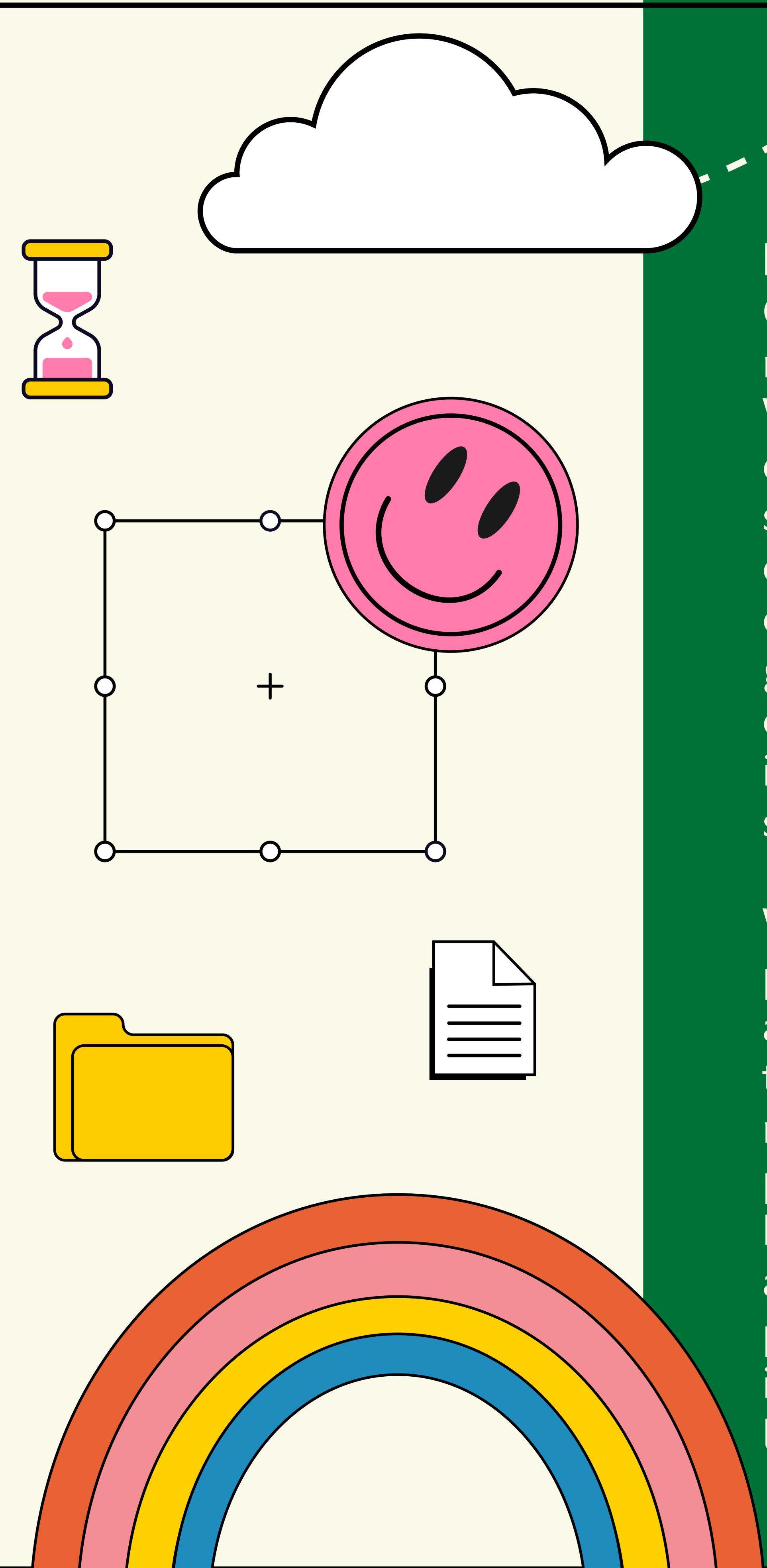
CONTEXT

Over 85% of employees say they are confused about their benefits. A confidence gap that's preventing these employees—specifically Gen Z —from fully taking advantage of them. For Fidelity Investments, this represented an opportunity to further our mission of financial education in support of our B2B partners, who work hard to provide comprehensive benefits to their employees.

IDEA

We put a name to that sinking feeling that employees are missing out on the benefits offered to them: Benefomo. Then, we made it our mission to share benefits knowledge to help our 25,000 B2B clients, regardless of company size or industry, end their employees' Benefomo.







EXECUTION

Our campaign was Fidelity's first ever B2B multi-platform Organic Social campaign. We introduced "Benefomo" and helped demystify benefits—like retirement savings, PTO and healthcare plans. We even covered benefits like "vacation concierge" and "wellness stipends" that go beyond Fidelity's B2B offerings so our campaign felt educational and informative rather than promotional and salesy.

With 27 organic posts across six platforms, we encouraged plan sponsors and their employees to claim what's theirs, gifting knowledge and peace of mind while putting money in people's pockets. We wanted these B2B posts to be anything but B2Boring, so we crafted an approachable, fresh style that prioritized entertainment and education in the "sea of same" benefits information landscape.

THE AUTHENTICITY WORKED

With \$0 paid media, Benefomo generated 24,885 engagements and close to 400,000 total impressions.

Additionally, our campaign contributed to a strong year of B2B results:

23.8 million

website visits
+6% from previous year

43.2 million

workplace accounts +6% from previous year

38.7 million

retail accounts +3% from previous year

24,594

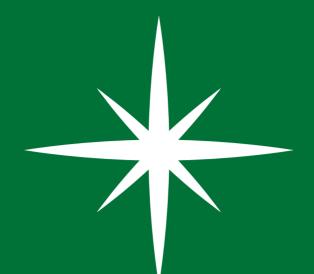
businesses served +4% from previous year

...And, hopefully, a little less benefomo.

• **SOURCE**Fidelity Annual Report 2023





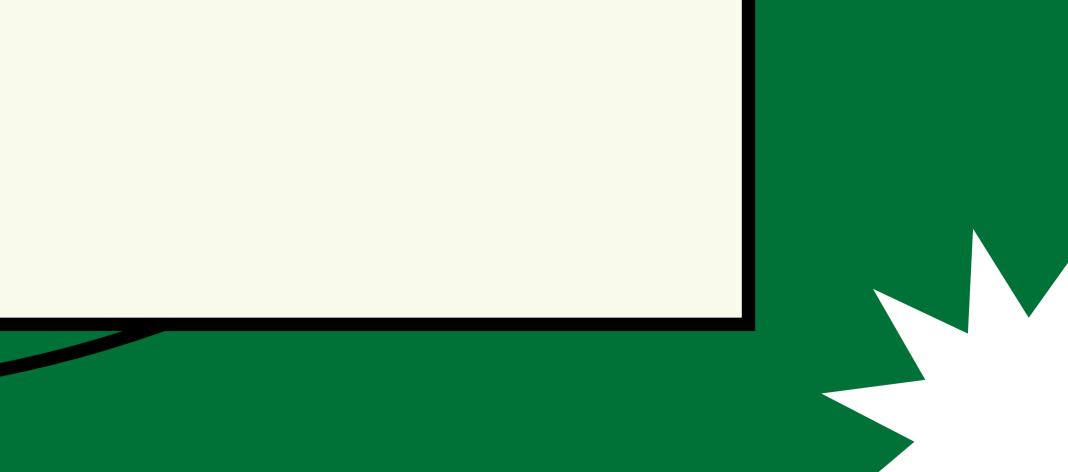


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