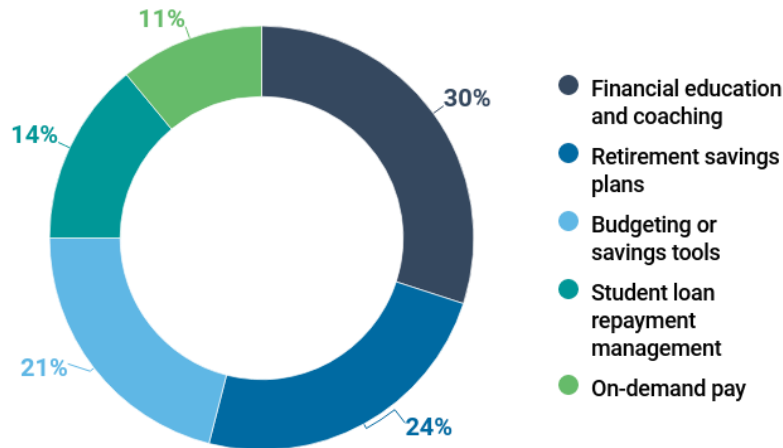


Financial Wellness: How Can Brands Use the Latest Trend to Position Themselves as ESG Leaders?

Media Analysis Summary

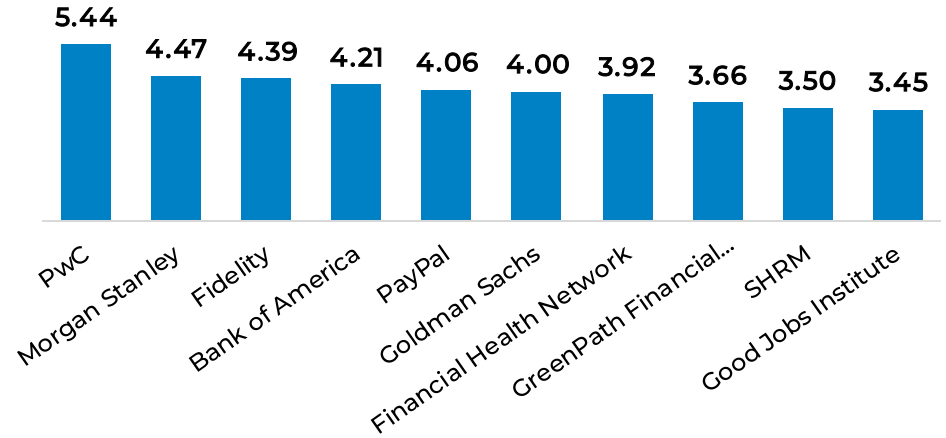


Financial wellbeing initiatives by share of voice



Initially, financial wellness was used as a synonym of wealth, but after the pandemic, it came to designate a highly personal state, not fully described by objective financial measures, in which people are financially resilient, regardless of income.

Top 10 organisations in the financial wellbeing debate by media impact score



5 tips on how brands can use the latest trend to position themselves as ESG leaders

- Grasp the wider meaning of “financial well-being”
- Trace the corporate initiatives that gain traction
- Become a thought leader while the concept is still fresh
- Connect financial wellness with other aspects of ESG
- Use spokespeople to set an example

Read the whole analysis here:

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