

Entrant company name: **Bank of England**

Entry title: **Bank of England's Mind Your Money Campaign**

Category: **Best Channel Delivery**

### **Brief, objectives and budget**

Mind Your Money was a pilot communications campaign for 18–24-year-olds, delivered between January and March 2025, to complement the Bank of England’s established financial education strategy, which covers early years to age 18.

Trust in a central bank underpins economic and financial stability. Insight also shows that awareness and knowledge are key levers in building trust. The campaign responded to a clearly evidenced challenge: young people aged 18–24 have declining familiarity with the UK’s central bank (low awareness), lower levels of economic and financial literacy (a knowledge gap), and are increasingly difficult to reach through traditional media channels.

Research showed this audience primarily consumes content online and via social media, has a short attention span, and is more motivated by interactive, self-directed formats than static information or formal education. At the same time, the Bank sought to test new, scalable and cost-effective ways of engaging young people on complex economic topics, without compromising credibility, authority or trust.

The primary objectives of the Mind Your Money campaign were to:

Increase and maintain the proportion of 18–24-year-olds who say they are familiar with the Bank of England by December 2025 (baseline 48%, target +10%).

Deliver a 10% increase in confidence among 18–24-year-olds in the Bank’s ability to maintain monetary and financial stability by December 2025.

Position the Bank as innovative and leading the national conversation about money and the future of finance.

The campaign was delivered as a time-limited pilot with a £60,000 budget, covering media partnership, game development, microlearning content and influencer

marketing. Success was measured through participation, engagement, cost efficiency and attitudinal outcomes, rather than volume of media spend.

### **The idea, research and planning**

The core idea behind Mind Your Money was simple but insight-led. Audience insight showed that 83% of 16–24-year-olds consume news online, with 71% relying on social media as their primary source, while engagement with broadcast and print media is significantly lower. Separate research highlighted that 83% of people aged 16–24 play video games, reinforcing the relevance of game mechanics as a familiar and motivating framework for learning.

A formal assessment commissioned by the Bank compared microlearning, gamification and game-based learning against criteria including engagement, scalability, accessibility, cost and learning outcomes. This analysis concluded that a blended approach using microlearning and gamification was the most cost-effective and scalable way to attract digital natives while delivering meaningful educational value.

If young people are already learning, competing and socialising through games and bite-sized digital content, financial and economic education should meet them in that space, rather than expect them to adapt to institutional formats.

Planning also recognised the importance of trust and legitimacy. While partnerships and influencers could deliver reach, the campaign needed to clearly position the Bank as the authoritative source, ensuring credibility among a sceptical audience.

### **Strategy, creativity and innovation**

The campaign strategy centred on using channel design as the creative idea. Rather than treating gamification as a surface-level tactic, Mind Your Money embedded learning directly into the mechanics of play.

The campaign took the form of a six-week, mobile-first, gamified quiz competition, combining:

**Microlearning:** short questions linking everyday financial decisions to broader economic concepts such as inflation, budgeting, savings and interest rates.

**Gamification:** points, weekly progression and prizes based on accuracy, encouraging repeat participation.

Self-paced engagement: allowing users to dip in and out on their own terms, aligned with digital habits.

Creatively, this reframed economic education from something abstract and institutional into something immediate, personal and rewarding. Strategically, it supported the Bank's ambition to move audiences from engagement, to education, to empowerment over time.

Innovation also lay in the channel ecosystem. A four-way partnership model ensured scale and credibility:

The Bank of England as the authoritative source.

LADbible Group to reach young people at scale on familiar platforms.

Finfluencers as trusted intermediaries to interpret and amplify messages.

Financial literacy organisations to ensure educational quality and relevance.

Together, this ensured the campaign was both credible and culturally fluent.

### **Delivery / implementation of tactics**

Mind Your Money was delivered through an integrated mix of paid, owned, earned and shared channels.

The gamified quiz was hosted on a dedicated LADbible campaign webpage, following extensive mapping of over 10 potential media partners against criteria including reach, value for money and gender balance.

Influencer content and paid social drove traffic to the experience, while amplification through the Bank's own channels reinforced messaging and clearly positioned the Bank as the authoritative source.

Influencer marketing played a critical role. Nine macro and mega influencers, with a combined Instagram following of 4.2 million, translated complex topics into accessible language without undermining institutional authority. Partnerships with more than 20 stakeholder organisations and youth-focused charities further extended reach through trusted networks.

Designed as mobile-first, the campaign reflected audience behaviour. As a result, 95% of participation took place on mobile devices, validating the channel choice and execution.

## **Measurement, evaluation and impact**

Results demonstrated that the channel strategy was highly effective, significantly exceeding benchmarks for a pilot campaign.

Engagement outcomes included:

2.2 million impressions.

267,000 website views, exceeding the target of 75,000.

18,000 quiz participants, against a target of 10,000.

Over 5,000 email subscriptions, doubling the target.

These were active engagements, with participants returning weekly to compete and improve their scores, demonstrating that microlearning and gamification sustained attention over time.

The campaign also delivered attitudinal impact. Post-campaign measurement showed that 71% of 18–24-year-olds were familiar with the Bank of England by June 2025, exceeding the 58% target set for December 2025.

From an efficiency perspective, cost-per-acquisition and click-through rates exceeded industry benchmarks, demonstrating that the channel choice was both effective and highly cost-efficient within a £60,000 budget.

### **Why this was Best Channel Delivery**

Mind Your Money shows how research-led channel choices can transform engagement with complex topics. By combining microlearning and gamification within a trusted institutional framework, the campaign met young people on their terms and demonstrated that innovative channel delivery can build both engagement and trust at scale.