

ASOS Case Study

ASOS.com, a global online fashion and beauty destination visited by millions of twenty-something shoppers and fashion-lovers around the world.

Campaign success

- Having launched Payroll Giving in 2009, ASOS.com now have over 21% of employees giving from pay each month.
- ASOS.com promote the scheme twice a year due to their ever-growing workforce and include this in their flexible benefits offering.
- Promotional events have included a Christmas market, Hansel and Gretel themed promotion with ginger bread house competition and cockney knees-up with a live band.
- They use a tongue-in-cheek campaign slogan 'Everyone loves a giver' on all communications to engage their young workforce.
- ASOS.com give £10 to charity for all new joiners and pay the PGA admin fee.

ASOS
discover fashion online



Results

Since launch ASOS's scheme is now raising over £100,000 each year with over 120 different charities supported.

They have received the Government's Platinum Quality mark for the past 4 years, for having over 20% of employees giving.

ASOS.com have won numerous awards for their scheme including; 'Best Use of Payroll Giving' at the Institute of Fundraising's National Awards. 'Best Re-launch of an existing scheme' and 'Best Promotional Partnership' at the National Payroll Giving Awards. In 2014 Louise McCabe, Director of Corporate Responsibility, was also awarded a Payroll Giving Excellence Award for 'Best Individual Contribution'.

"We have generous colleagues at ASOS and wanted to provide a scheme that gave them the flexibility to choose where they give, in the most straightforward way possible. It's part of our company ethos now and so we would encourage any company who hasn't yet done so to get Geared for Giving."

Nick Robertson,
Founder, ASOS.com

www.gearedforgiving.org

Geared for Giving Community Interest Company. Registered number 10348278.

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