



Please note that this presentation is given to you for information only.

This document remains property of Randstad and should never be used or distributed outside your company.



# Employer Branding

Perception being reality

## Global sector report

FMCG



Results Randstad Award 2012

# table of contents

## 1. Study background and study design

## 2. Overall results

- what are the most important factors when choosing an employer?
  - = main factors defining attractiveness
- least important versus most important factors when choosing an employer
- recruiting: which channels do potential employees use to find a job?

## 3. Comparison between sectors

- how attractive is your sector compared to other sectors?
- how attractive is your sector for potential employees?
- how does your sector rate on the various factors compared to other sectors?



# study background and study design



# Randstad Award 2012

## Randstad Award based on perceived attractiveness of companies amongst a large audience

- attractiveness measured for 150 biggest employers in 14 countries (\*) in Europe, APAC and North America; sector results are based on the results at company level within this sector
- most attractive employer determined by means of the question: 'Would you like to work for this company?'
- employers evaluated on 10 various factors

## National representative sample of potential employees

- representative on region, age, sex and education
- comprising current students, employed and unemployed workforce aged between 18 and 65 years old

## Interviews conducted online between October 2011 and February 2012

---

(\*) participating countries in Europe:

Belgium: 12<sup>th</sup> edition

France, Germany, Spain & Netherlands: 3<sup>rd</sup> edition

Italy, Poland & UK: 2<sup>nd</sup> edition

(\*) participating countries in APAC & North America:

Australia, India, New Zealand: 2<sup>nd</sup> edition

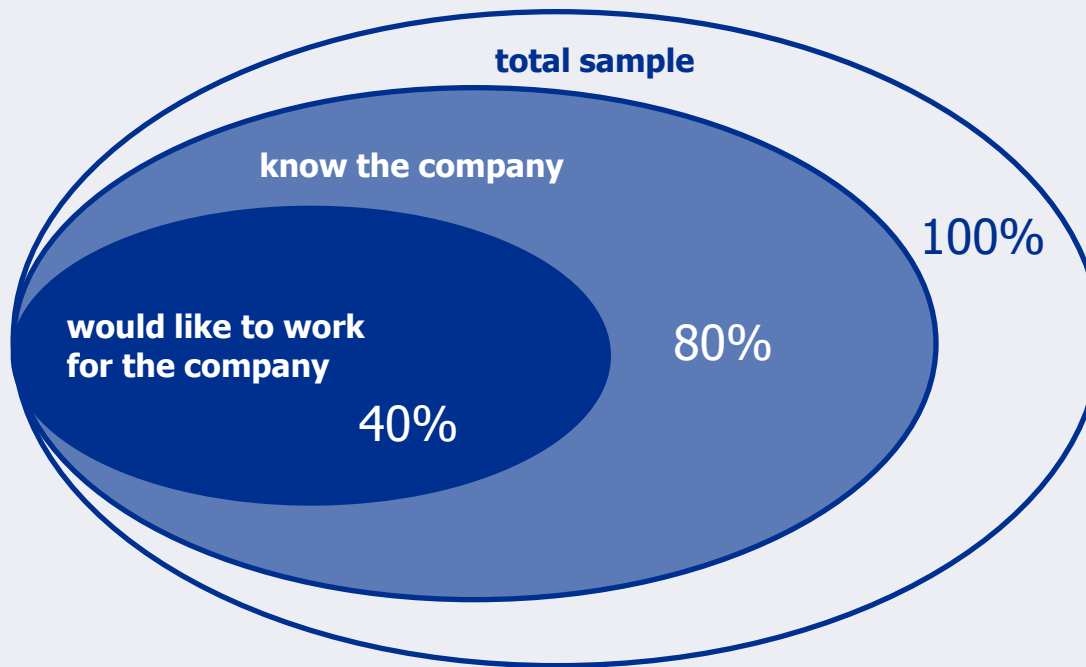
Canada: 2<sup>nd</sup> edition

Singapore, Japan: 1<sup>st</sup> edition

---



# absolute and relative attractiveness



- absolute attractiveness =  $40/100 = 40\%$
- relative attractiveness =  $40/80 = 50\%$



# questionnaire

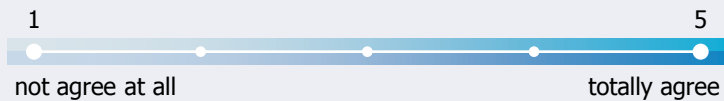
## 1. Which aspects are important to you in choosing to work for a specific company?

top 5 ranked from most important aspect to least important

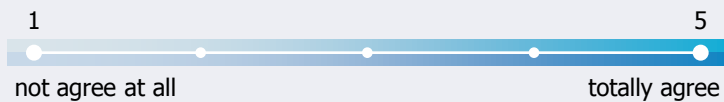
## 2. Do you know this company?

yes/no

## 3. Would you like to work for this company?



## 4. Association known companies with specific factors



# some definitions

## Name Awareness

- to know the company well enough to have an opinion/perception about the company

## Absolute Attractiveness

- amongst all respondents (total sample); % that would like to work for the company

## Relative Attractiveness

- = Randstad Award
- amongst respondents who know the company; % that would like to work for the company
- removes the 'size' bias
  - big companies having the advantage to be known by most people and as a consequence often rank amongst the top on absolute attractiveness





# success of a company hinges on the quality and talent of its employees

---

Competitive Image  
to attract right candidates

---

High retention  
to ensure a stable work force

---

Improve cost management  
to reduce costs for  
search & selection

---



## overall results

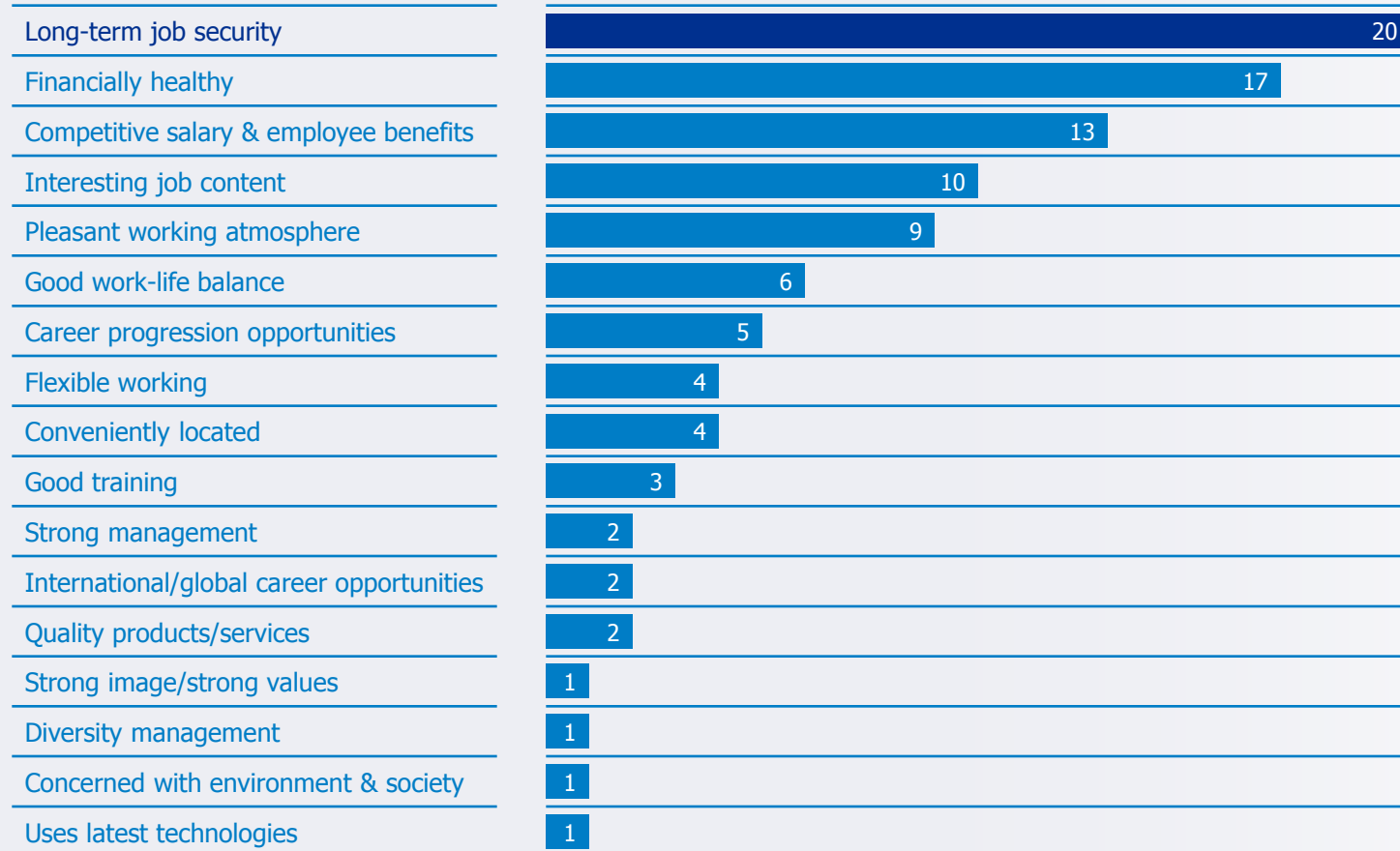
what are the most important factors when choosing an employer?



# job security is the most important factor for a fifth of potential employees, followed by financial health and competitive salary & employee benefits

which is the most important factor to you in choosing to work for a specific company?

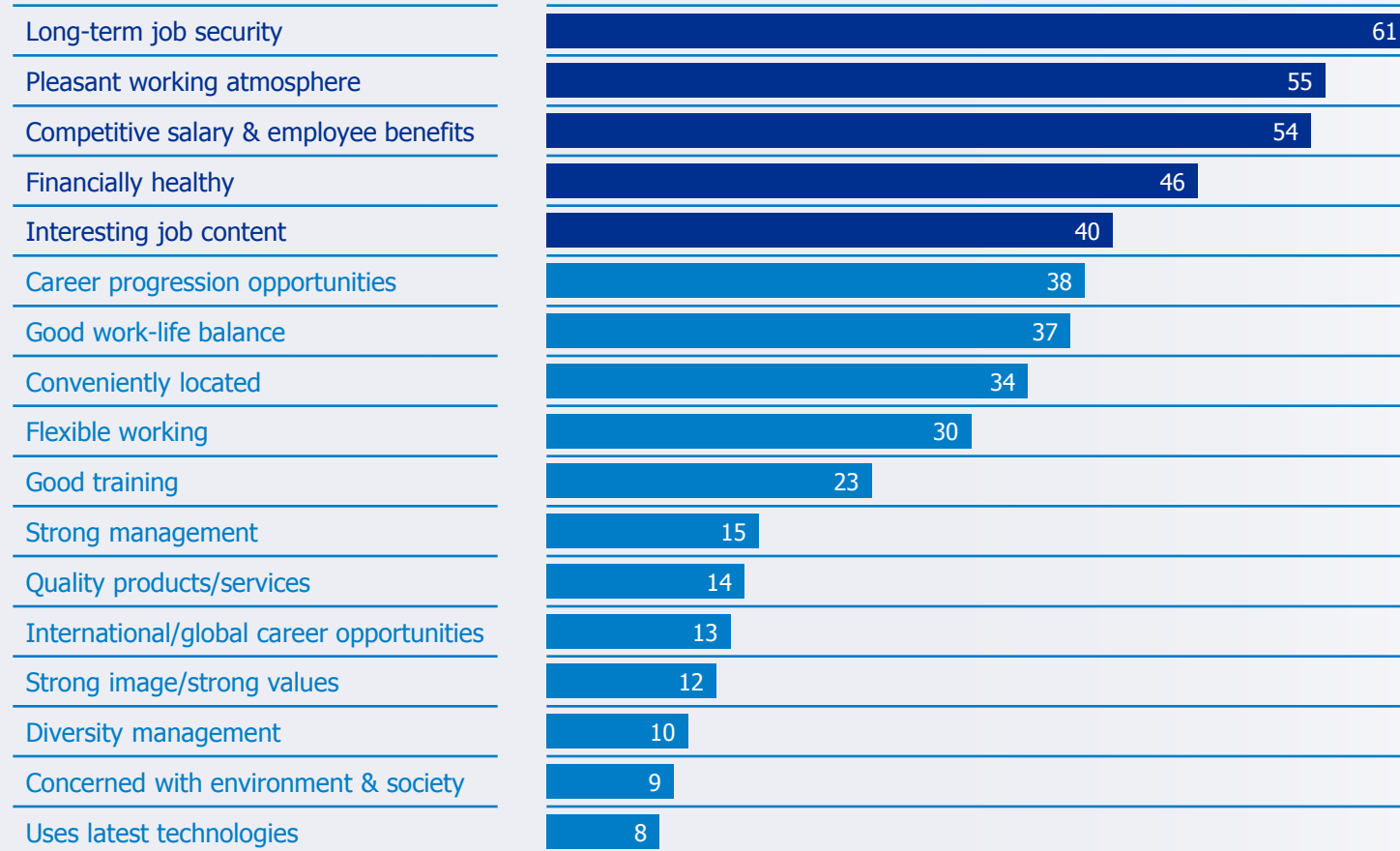
## most important factor



# within the top 5 of most important factors, job security is closely followed by working atmosphere and competitive salary & benefits

which are the top 5 most important factors to you in choosing to work for a specific company?

## most important factor



# financial health is more important to employees currently working in FMCG compared to the global ranking; it takes first position before job security

which is the most important factor to you in choosing to work for a specific company?

## most important factor

Financially healthy
Long-term job security
Competitive salary & employee benefits
Pleasant working atmosphere
Career progression opportunities
Interesting job content
Good work-life balance
Conveniently located
International/global career opportunities
Good training
Flexible working
Quality products/services
Strong management
Strong image/strong values
Uses latest technologies
Concerned with environment & society (CSR)
Diversity management

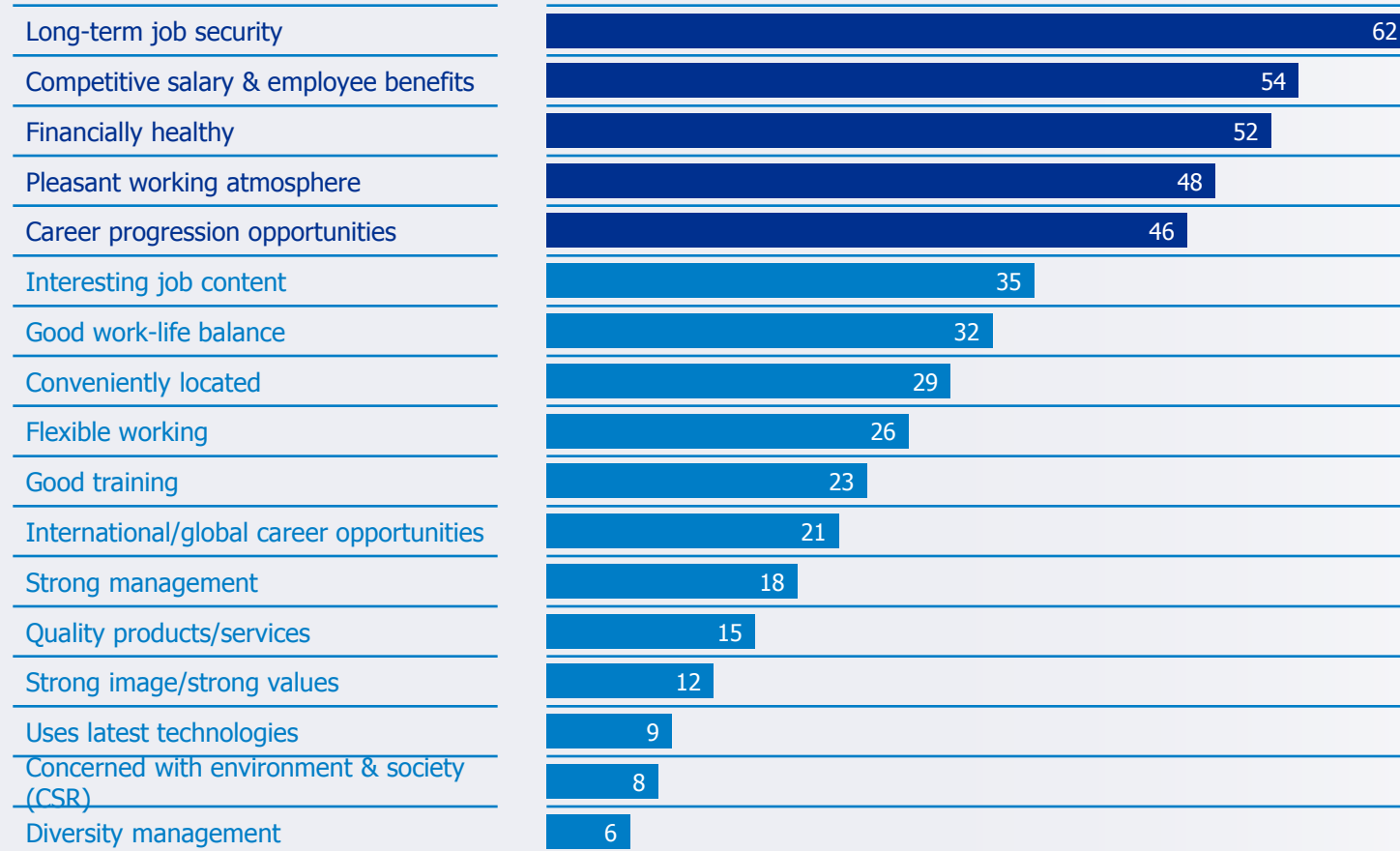
## FMCG

Financially healthy	20
Long-term job security	17
Competitive salary & employee benefits	14
Pleasant working atmosphere	9
Career progression opportunities	7
Interesting job content	6
Good work-life balance	4
Conveniently located	3
International/global career opportunities	3
Good training	3
Flexible working	2
Quality products/services	2
Strong management	2
Strong image/strong values	2
Uses latest technologies	1
Concerned with environment & society (CSR)	1
Diversity management	1

# employees in FMCG most often list job security in their top 5 of most important factors, followed by salary & benefits and financial health

which are the top 5 most important factors to you in choosing to work for a specific company?

## top 5 most important factors



## FMCG

## overall results

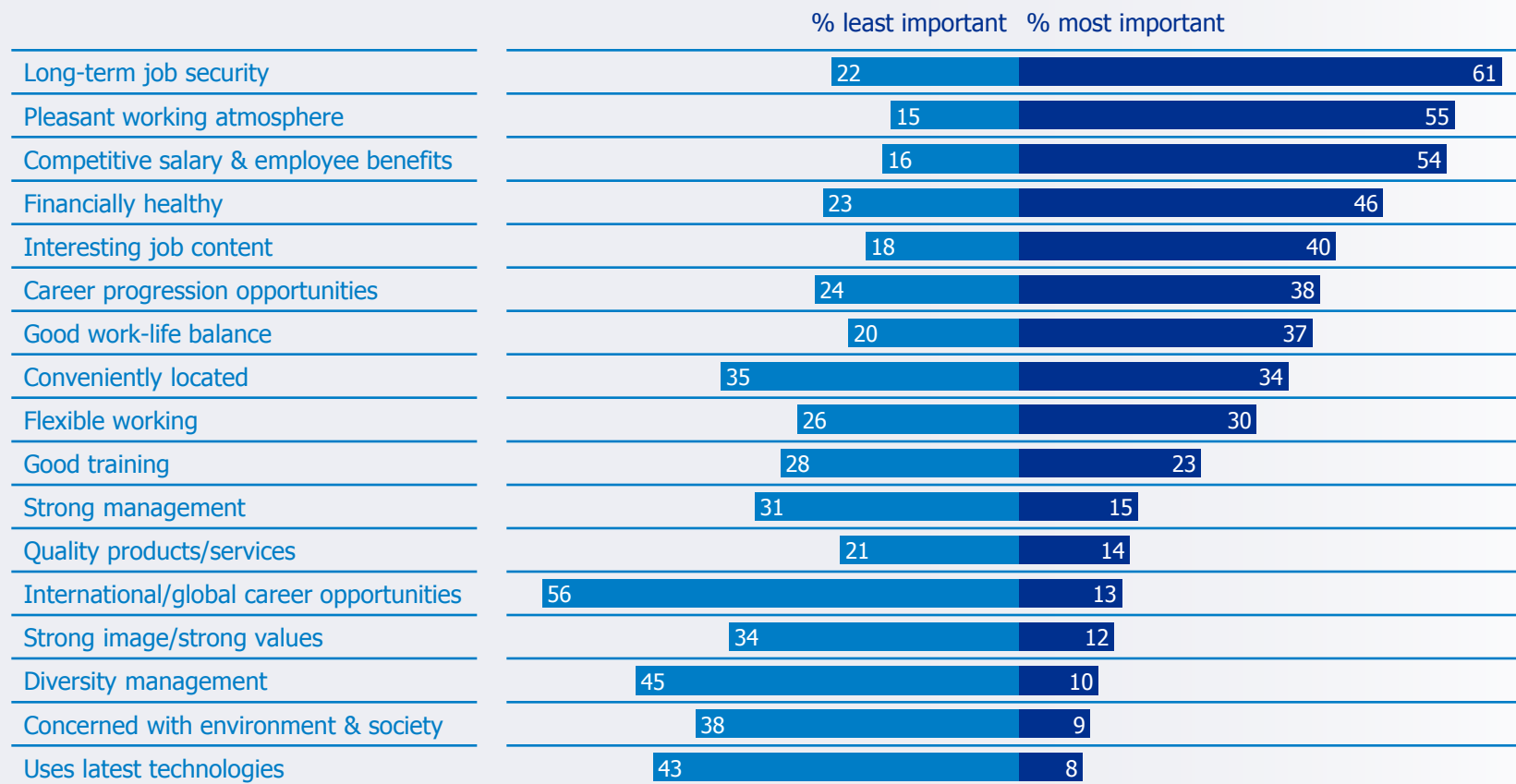
least important versus most important factors when choosing an employer



# least important factors versus most important factors according to the total sample of respondents (Global)

which factors are the least / most important to you in choosing to work for a specific company?

## least important vs most important factors Global

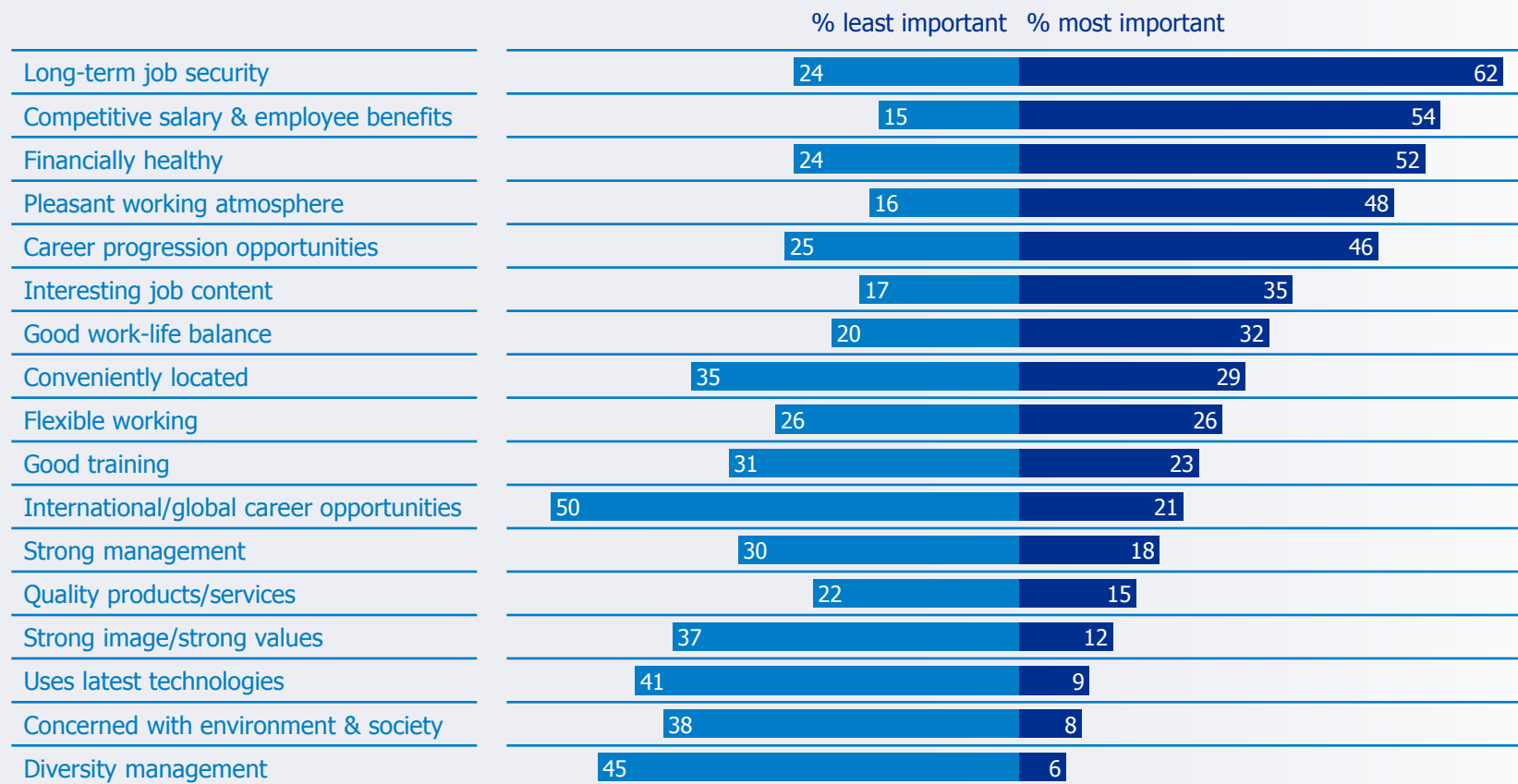




# least important factors versus most important factors according to employees that currently work in the FMCG sector

which factors are the least / most important to you in choosing to work for a specific company?

## least important vs most important factors in FMCG



overall results

recruiting



# recruiting: global

which channels do you use to find a job? (total sample)

	<b>% Global</b>	% more men	% more women
Job-boards	62		4
Adverts in newspaper/magazines	52		12
Recruitment Agencies	51		2
Family & friends	22		3
Social media (LinkedIn, Twitter, etc.)	18	22	
Employers' websites	15		3
Networking events	12	31	
Spontaneous job applications	9		11

note: scores displayed point at the dominating group with above average rate against the group with below average rate (not displayed)

# recruiting: FMCG

which channels do you use to find a job? (respondents currently working in the FMCG sector)

	% FMCG	% more men	% more women
Job-boards	63		5
Recruitment Agencies	62		13
Adverts in newspaper/magazines	51		24
Family & friends	30	9	
Social media (LinkedIn, Twitter, etc.)	22		16
Spontaneous job applications	18	10	
Employers' websites	16	1	
Networking events	16		17

note: scores displayed point at the dominating group with above average rate against the group with below average rate (not displayed)

## comparison between sectors

how attractive is your sector compared to other sectors?



# sector attractiveness based on respondents' perception of the companies included in these sectors within the scope of the Randstad Award survey

amongst respondents (total sample) that know one or more companies operating in this sector

---

in the previous slides

the sector is defined by the group of respondents that currently work in this specific sector, in this case FMCG

---

in the next slides

the sector is defined by the companies that represent that sector in each country; the companies are evaluated by the respondents (total sample) regardless of the sector they work in

---

# attractiveness sector

amongst respondents that know one or more companies operating in this sector (total sample)

note: the sector ranking is based on respondents' perception of the companies that are included in the research

	would like to work for: (% 4-5)		
	2011	2012	
Automotive/Vehicles	36%	44%	▲
Informatics - Consulting	41%	44%	▲
FMCG	37%	40%	▲
Pharmaceutical/Chemical	40%	39%	
Services	35%	36%	
Utilities	35%	36%	
Non-profit	33%	36%	▲
Industrial/Manufacturing	37%	36%	
Finance (Banking & Insurance)	33%	34%	
Travel/Leisure/Horeca	32%	33%	
Construction	31%	32%	
Transport/Logistics/Wholesalers	32%	29%	▼
Retail	26%	28%	▲



# attractiveness of FMCG by factor

	position of FMCG by factor in European countries							
	BE	FR	GE	IT	PL	ESP	UK	NL
Salary & employee benefits :	9/25	6/20	11/21	11/13	9/14	12/16	8/15	9/16
Career progression opportunities :	10/25	5/20	8/21	11/13	11/14	8/16	9/15	9/16
Pleasant working atmosphere :	9/25	3/20	10/21	8/13	6/14	4/16	6/15	6/16
Long-term job security :	11/25	5/20	6/21	11/13	9/14	7/16	5/15	5/16
Good work-life balance :	17/25	7/20	10/21	11/13	7/14	7/16	7/15	7/16
Financially healthy :	3/25	2/20	1/21	11/13	4/14	5/16	4/15	2/16
Interesting job content :	11/25	7/20	12/21	10/13	10/14	10/16	7/15	9/16
Good training :	17/25	7/20	15/21	11/13	11/14	12/16	8/15	10/16
Strong management :	4/25	3/20	3/21	11/13	8/14	4/16	4/15	2/16
Environment & society (CSR) :	10/25	4/20	9/21	8/13	7/14	2/16	7/15	6/16

 = within top 3



# attractiveness of FMCG by factor

	position of FMCG by factor in APAC & Canada					
	AUS	IND	NZ	SING	JAP	CAN
Salary & employee benefits :	14/27	4/8	8/17	12/12	5/16	12/16
Career progression opportunities :	15/27	2/8	8/17	12/12	6/16	13/16
Pleasant working atmosphere :	7/27	3/8	9/17	11/12	1/16	13/16
Long-term job security :	7/27	4/8	6/17	8/12	1/16	9/16
Good work-life balance :	5/27	4/8	8/17	10/12	2/16	12/16
Financially healthy :	5/27	4/8	2/17	7/12	1/16	5/16
Interesting job content :	7/27	5/8	11/17	12/12	1/16	14/16
Good training :	13/27	5/8	14/17	10/12	4/16	14/16
Strong management :	6/27	3/8	4/17	10/12	5/16	8/16
Environment & society (CSR) :	12/27	2/8	11/17	4/12	1/16	4/16

 = within top 3

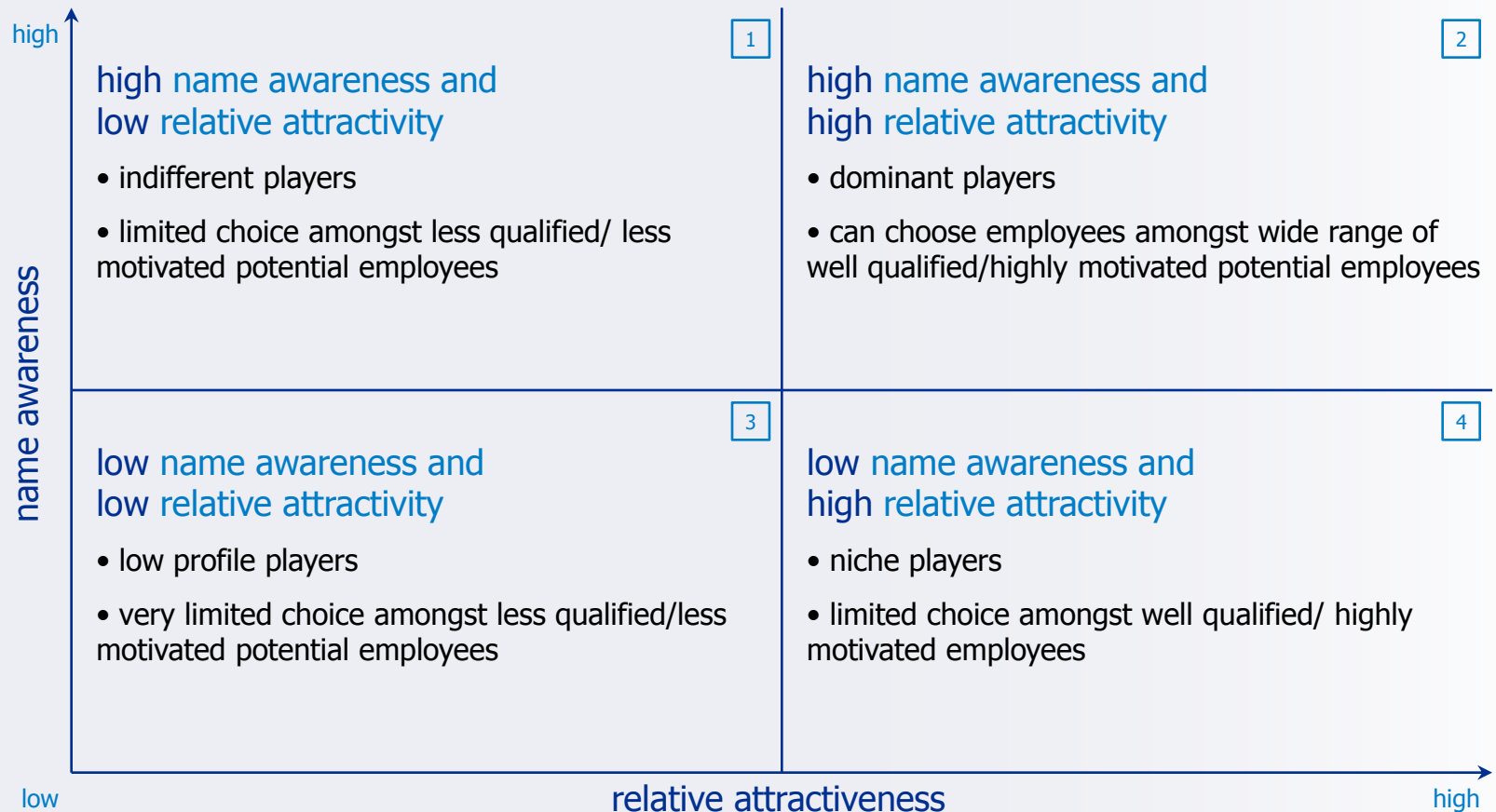
## comparison between sectors

how attractive is your sector for potential employees?



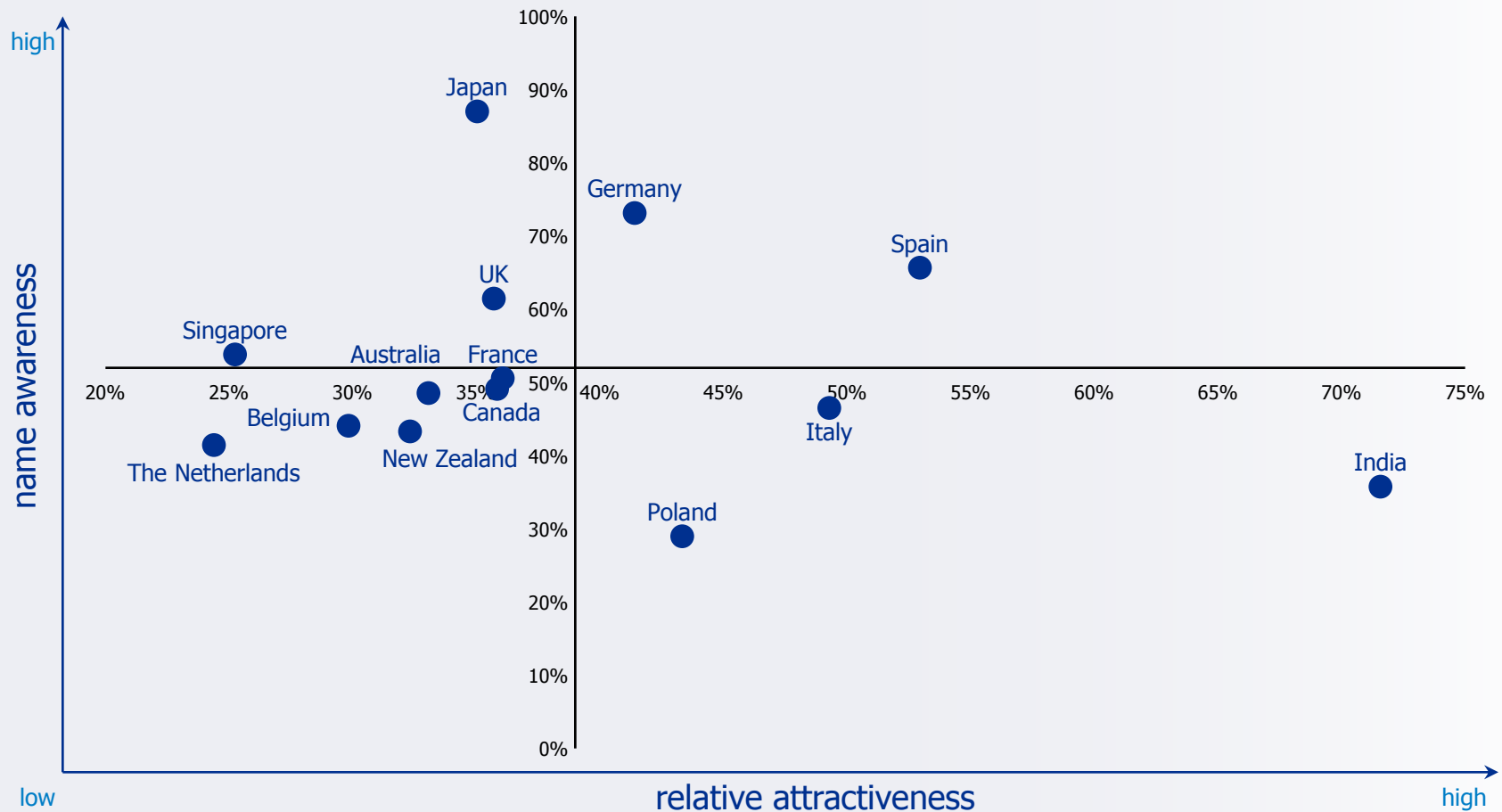
# Randstad attractivity grid

relative attractiveness by name awareness



# attractiveness of FMCG in the countries

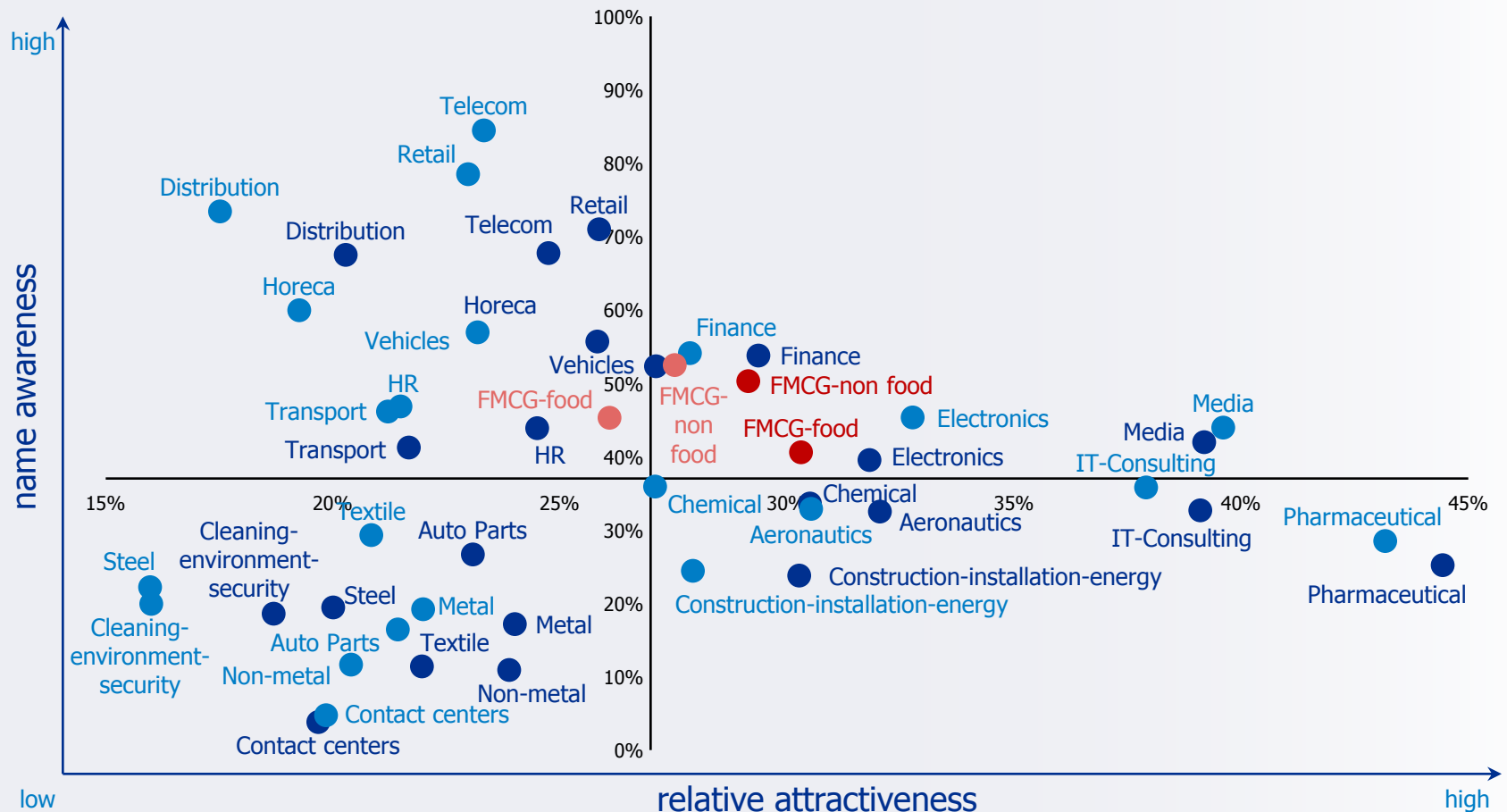
relative attractiveness by name awareness



# attractiveness sectors - Belgium

amongst respondents that know one or more companies operating in this sector

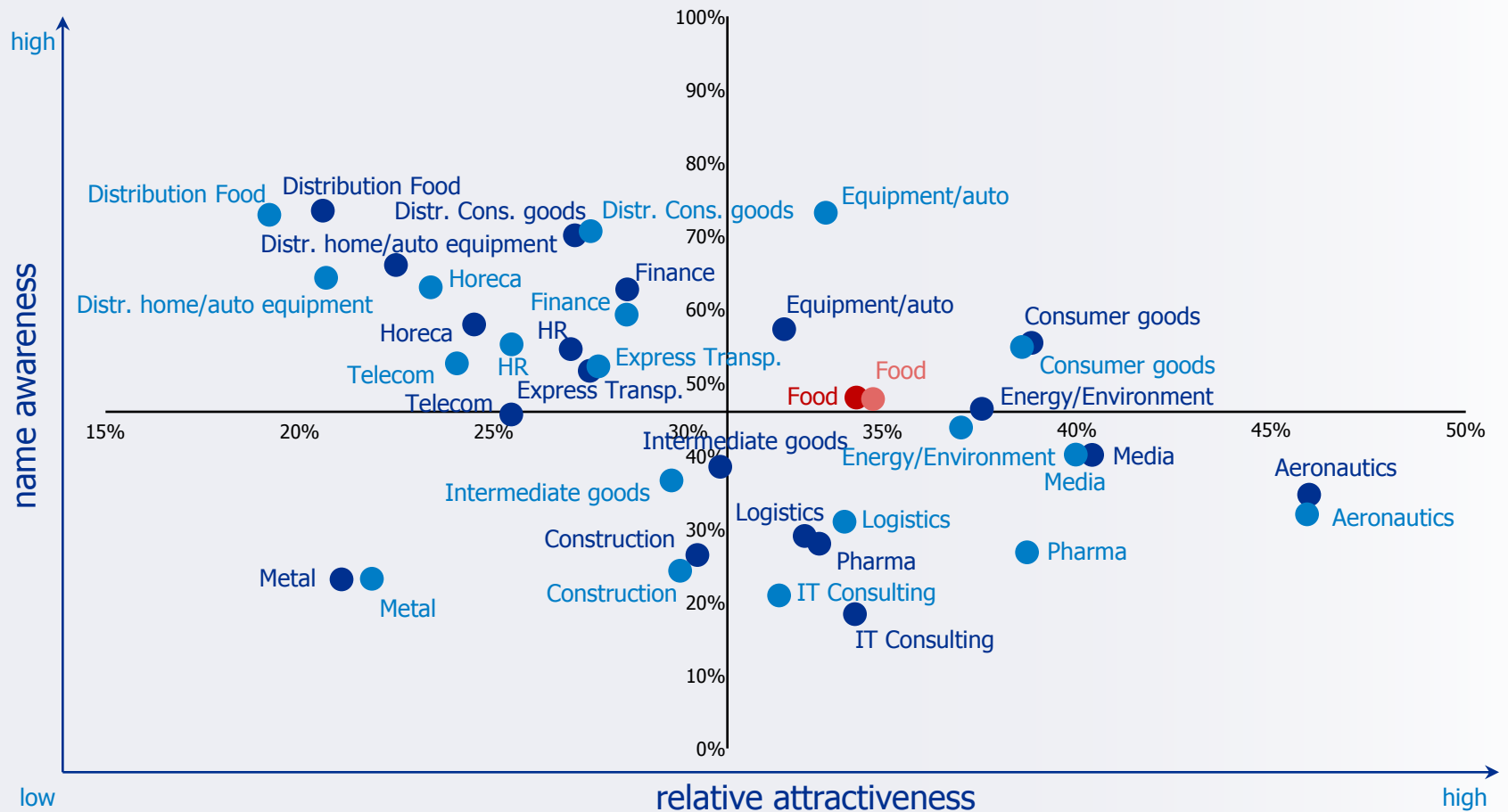
- 2012
- 2012 your score
- 2011
- 2011 your score



# attractiveness sectors - France

amongst respondents that know one or more companies operating in this sector

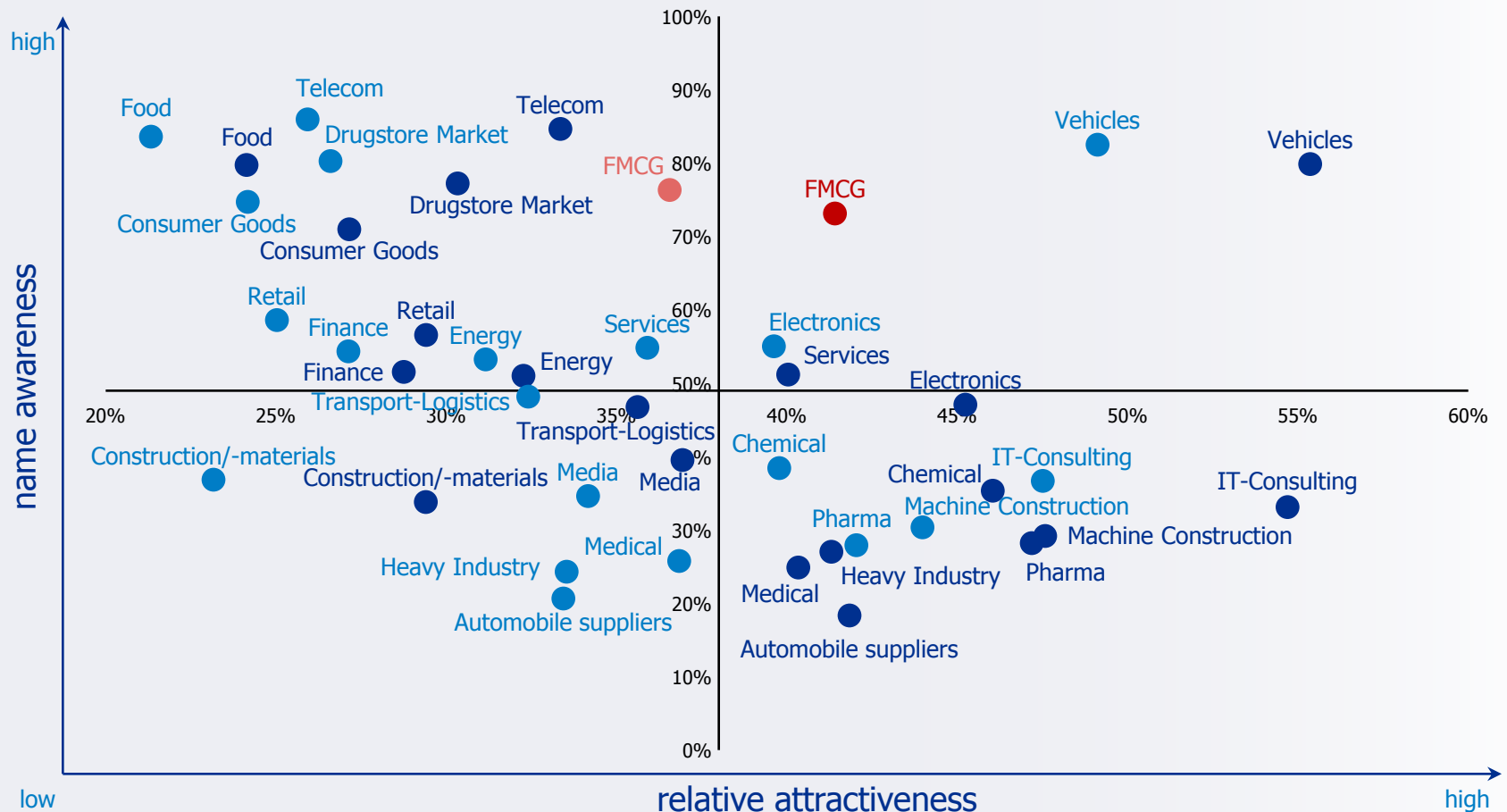
- 2012
- 2012 your score
- 2011
- 2011 your score



# attractiveness sectors - Germany

amongst respondents that know one or more companies operating in this sector

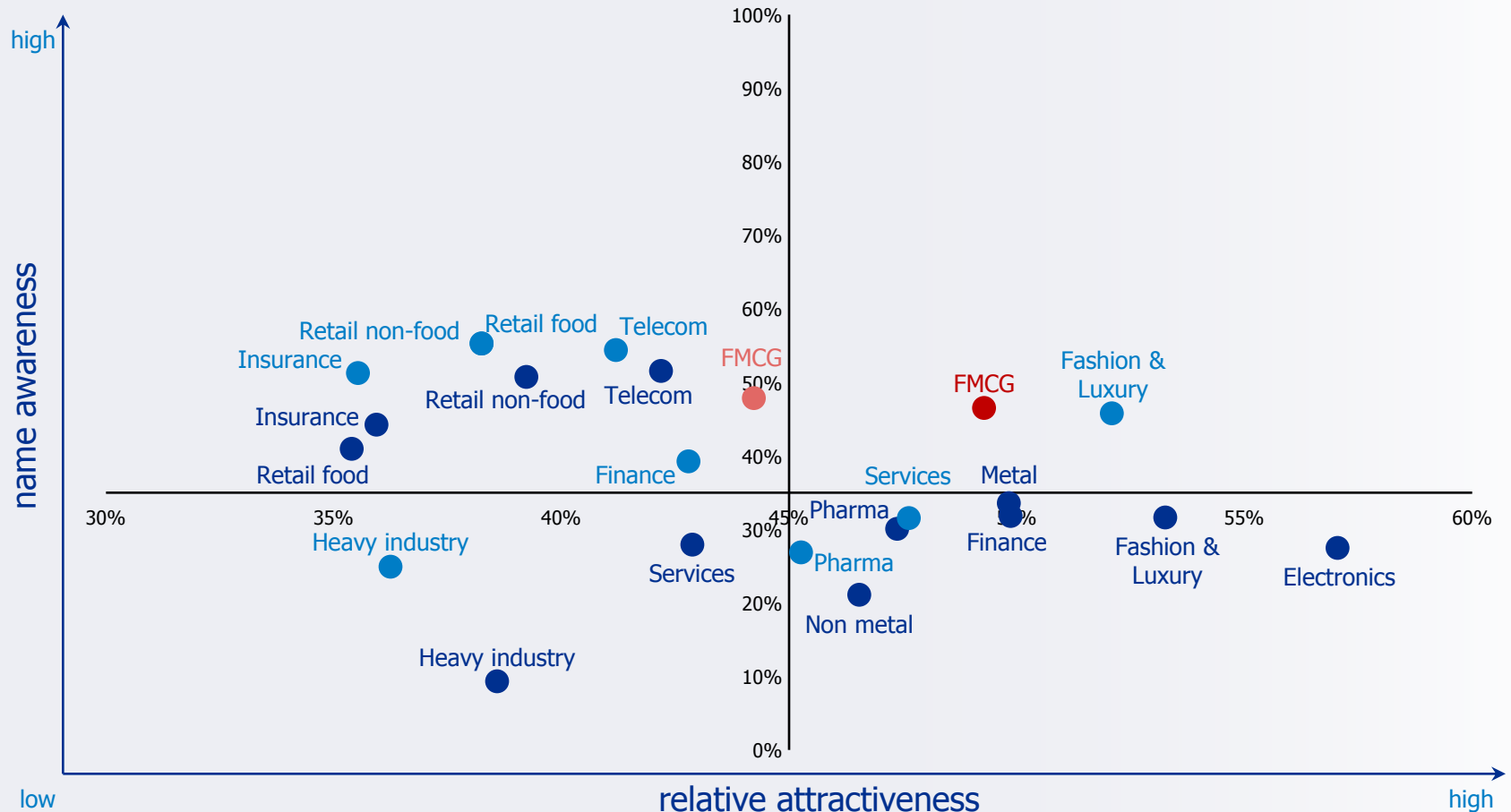
- 2012
- 2012 your score
- 2011
- 2011 your score



# attractiveness sectors - Italy

amongst respondents that know one or more companies operating in this sector

- 2012
- 2012 your score
- 2011
- 2011 your score

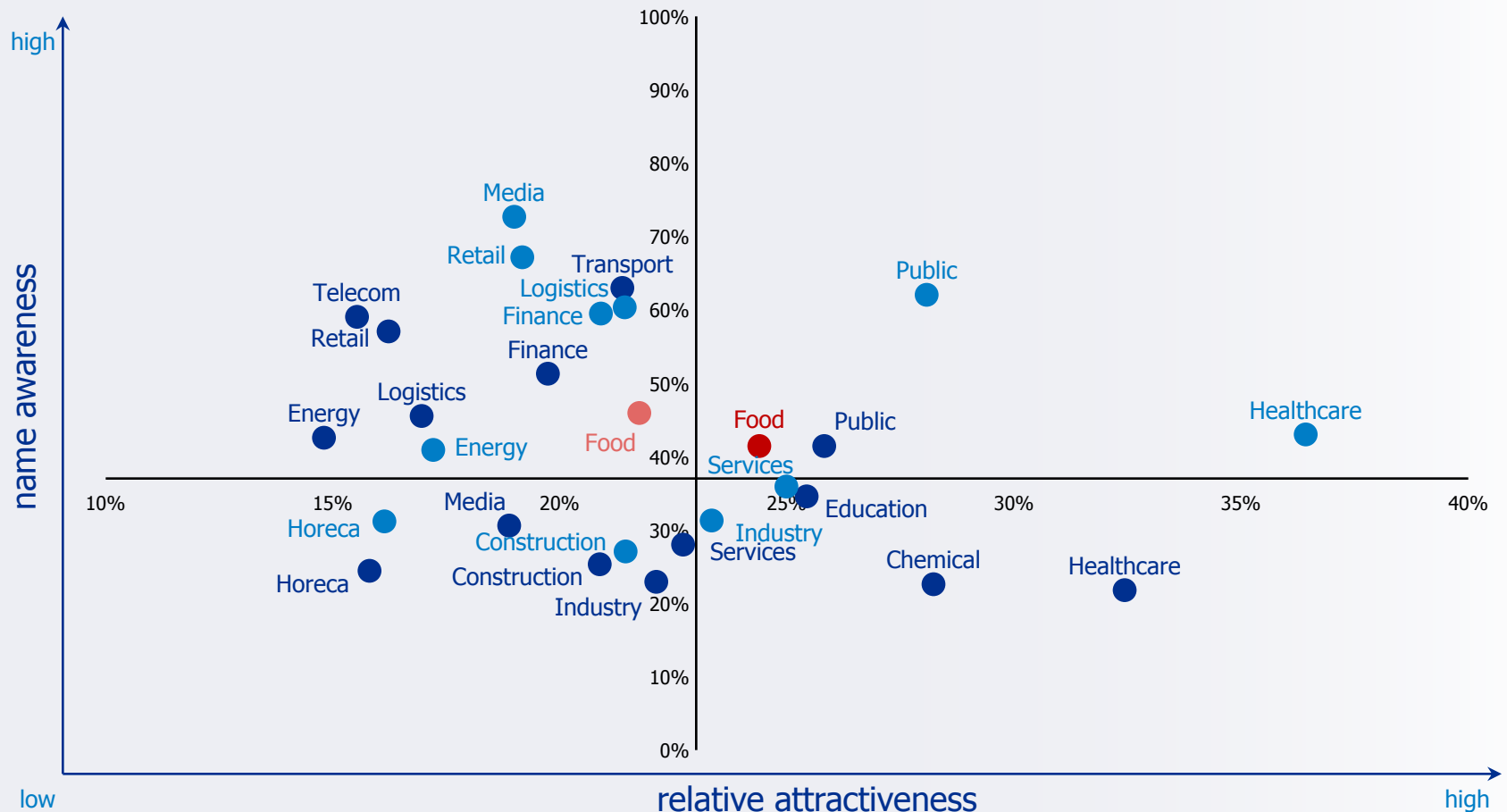




# attractiveness sectors - Netherlands

amongst respondents that know one or more companies operating in this sector

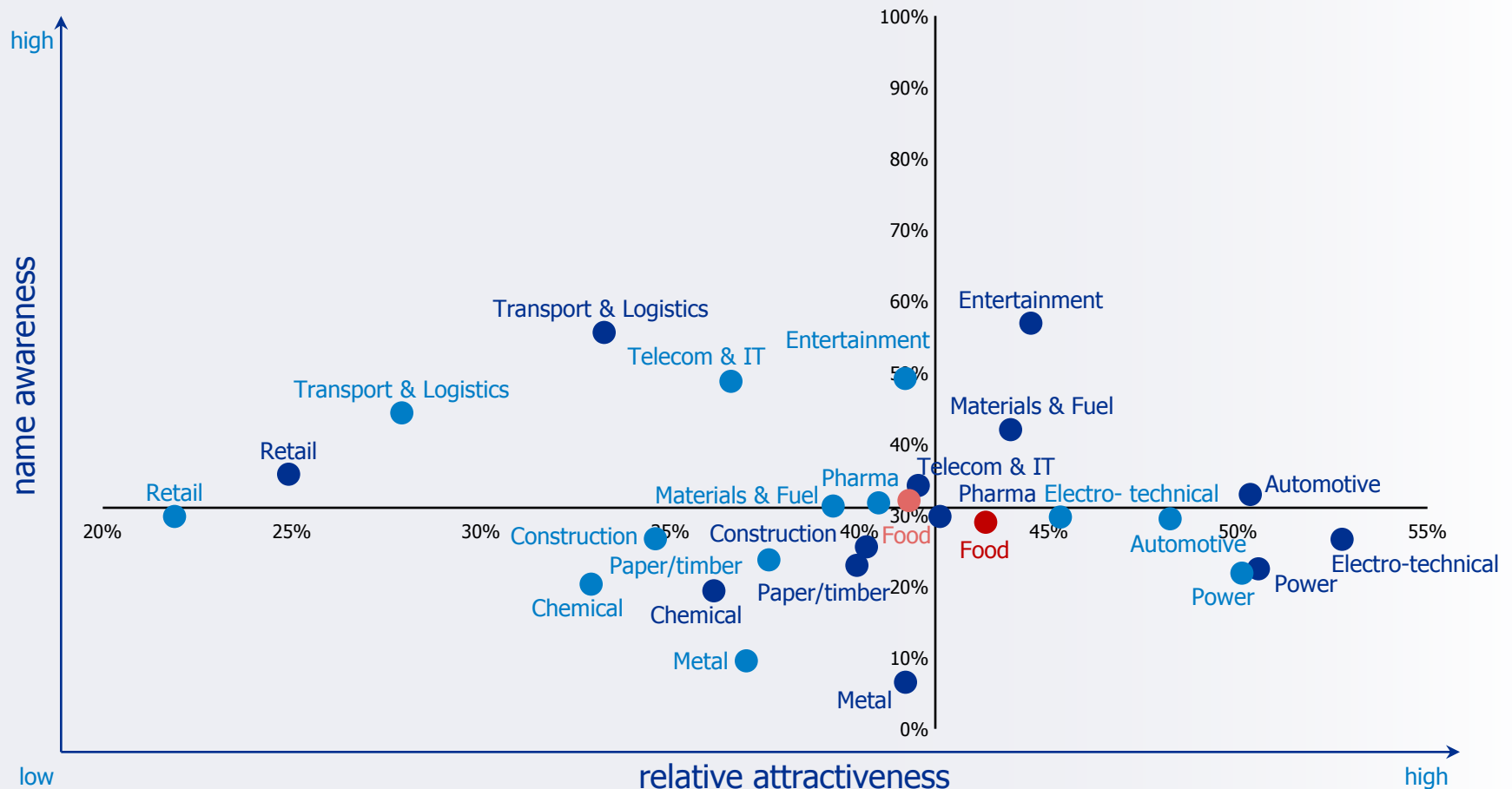
- 2012 ● 2012 your score
- 2011 ● 2011 your score



# attractiveness sectors - Poland

amongst respondents that know one or more companies operating in this sector

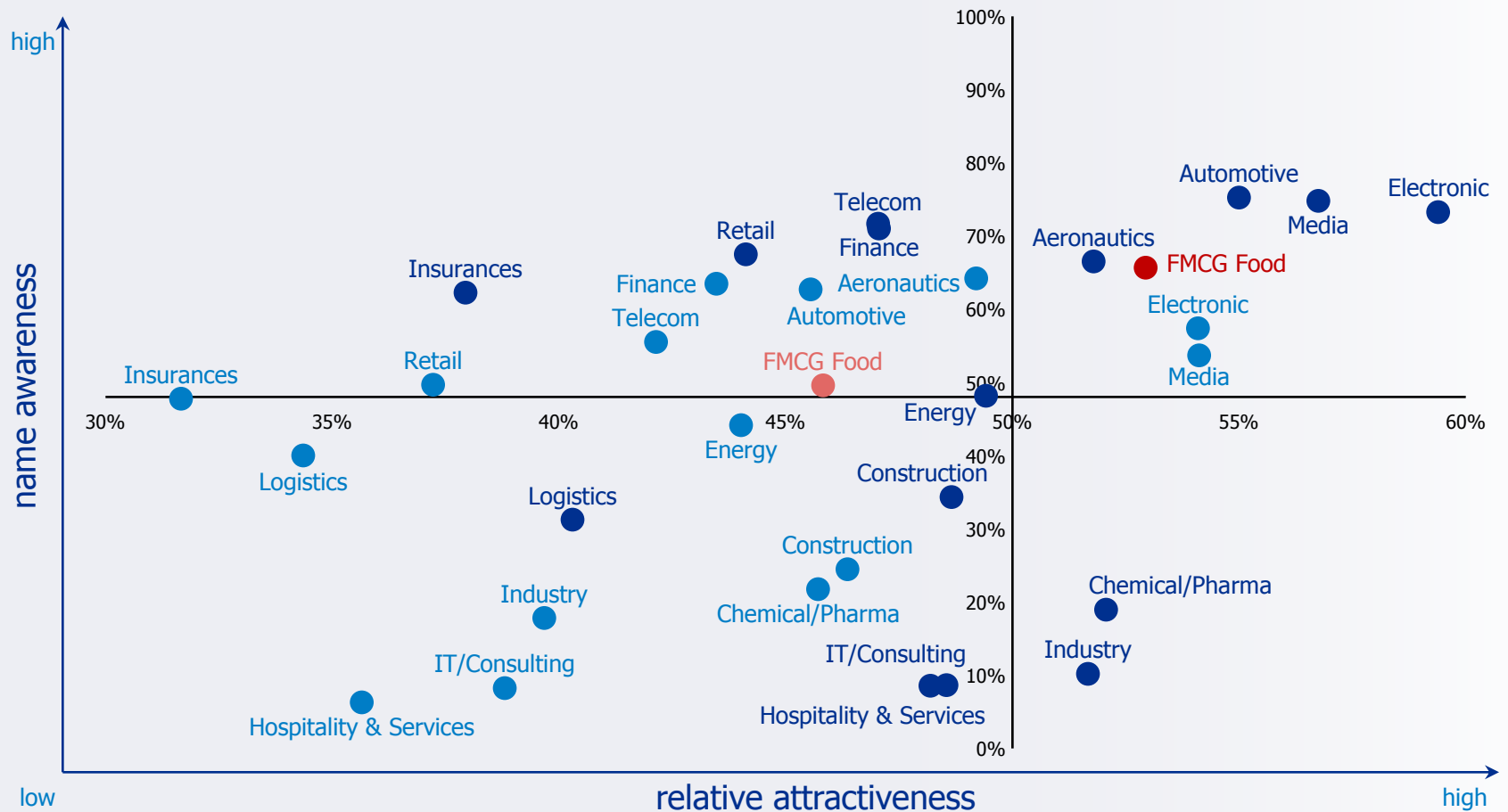
- 2012
- 2012 your score
- 2011
- 2011 your score



# attractiveness sectors - Spain

amongst respondents that know one or more companies operating in this sector

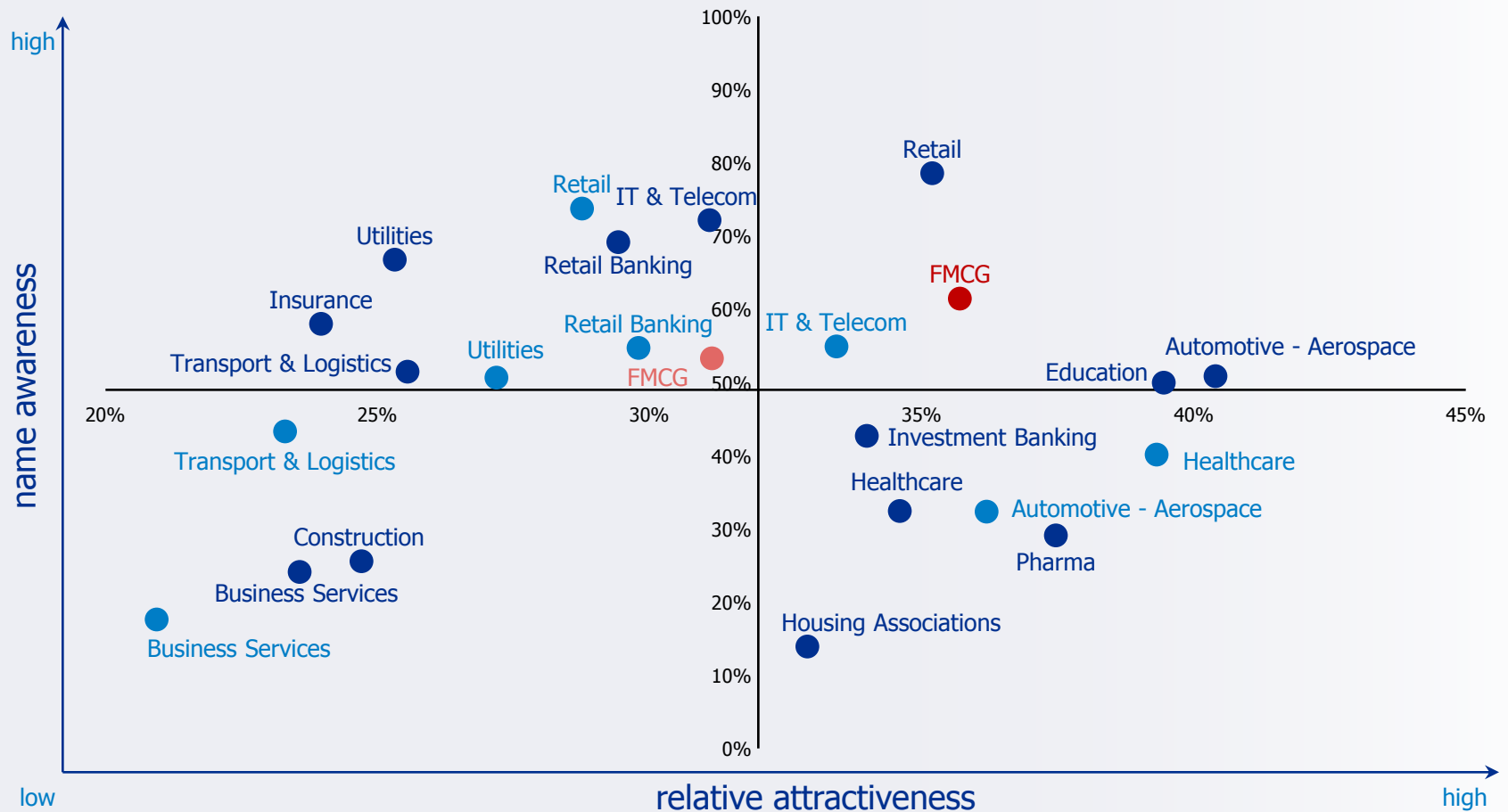
- 2012
- 2012 your score
- 2011
- 2011 your score



# attractiveness sectors - UK

amongst respondents that know one or more companies operating in this sector

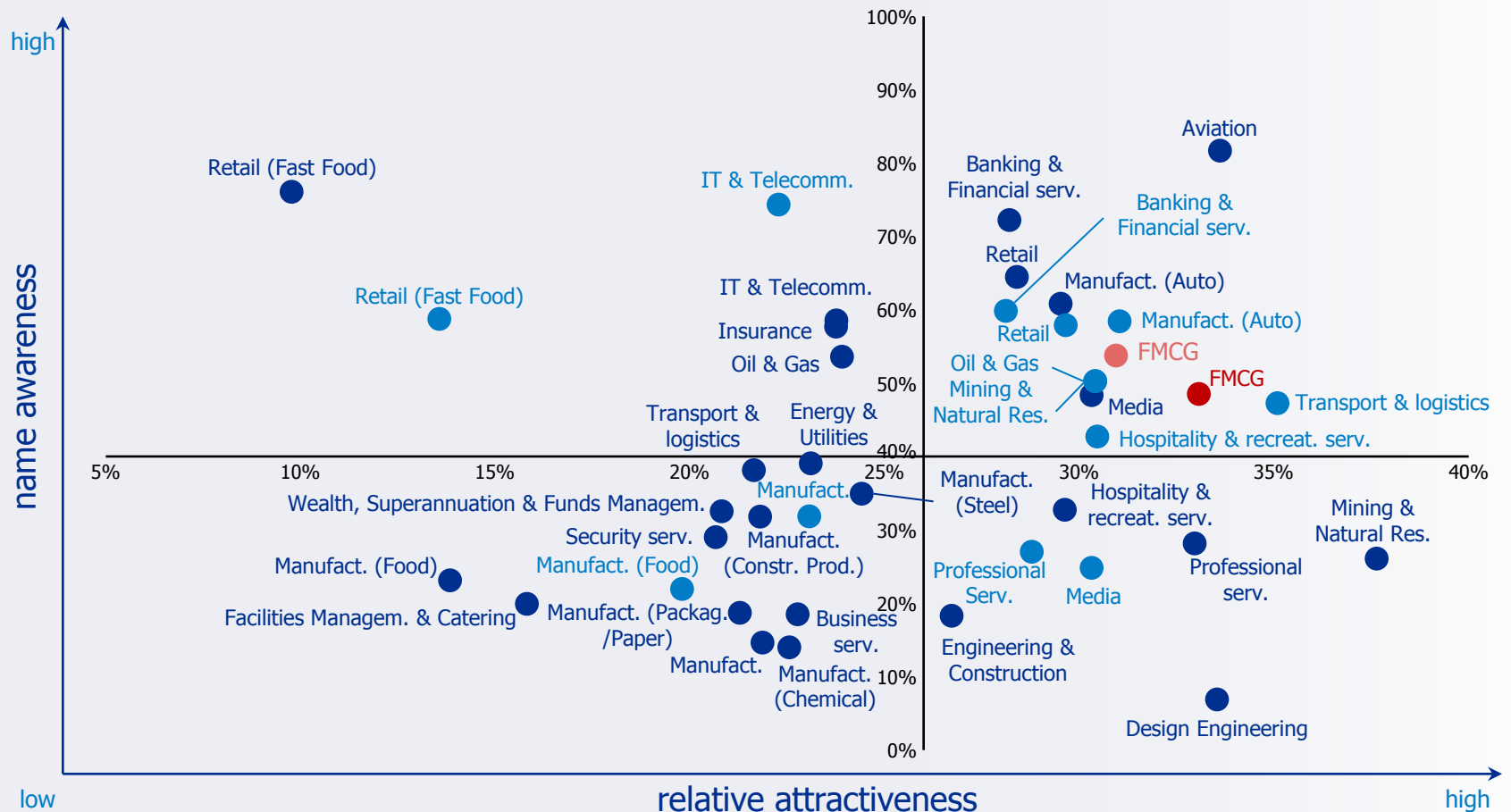
- 2012 ● 2012 your score
- 2011 ● 2011 your score



# attractiveness sectors - Australia

amongst respondents that know one or more companies operating in this sector

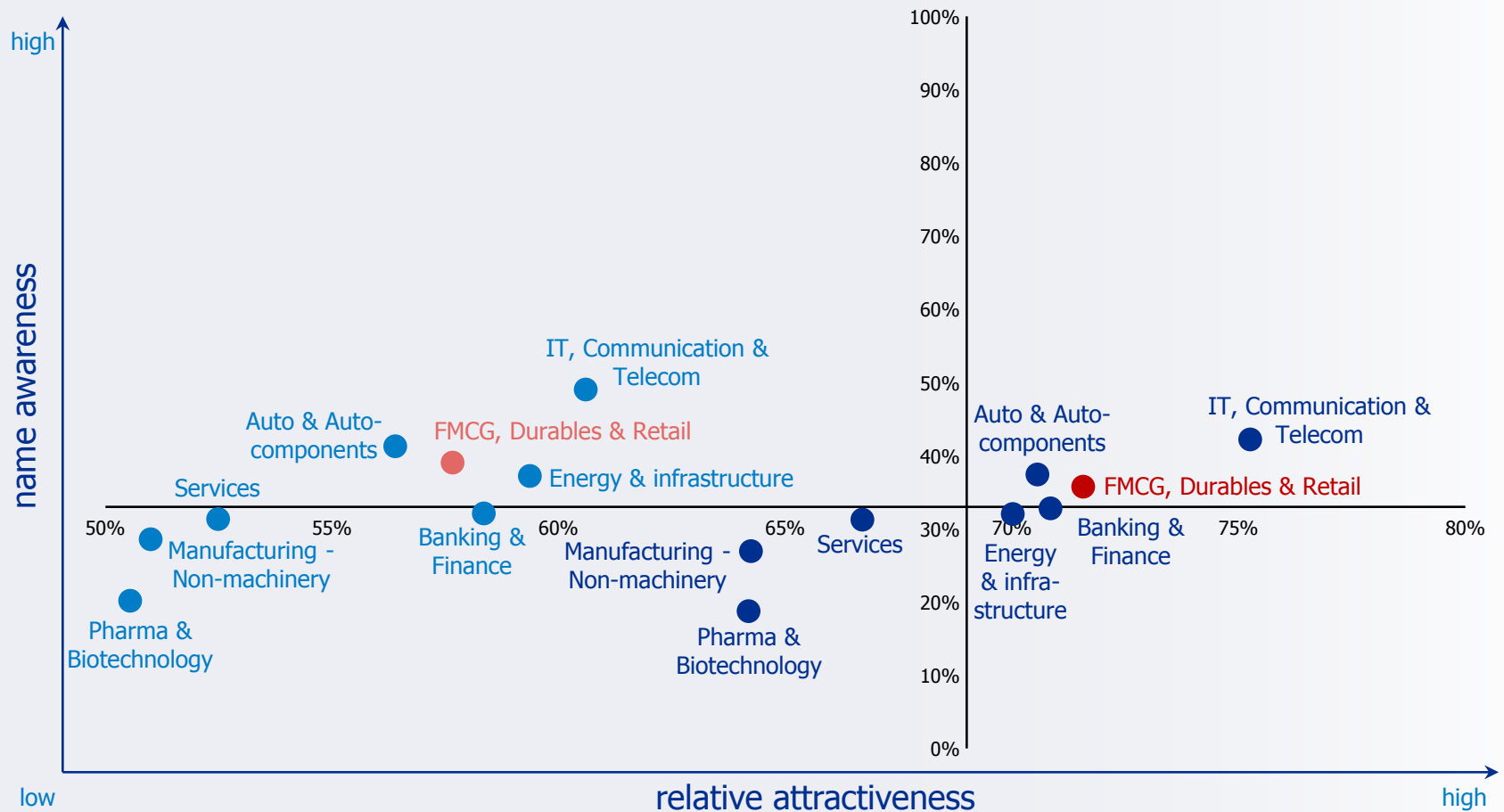
- 2012 ● 2012 your score
- 2011 ● 2011 your score



# attractiveness sectors - India

amongst respondents that know one or more companies operating in this sector

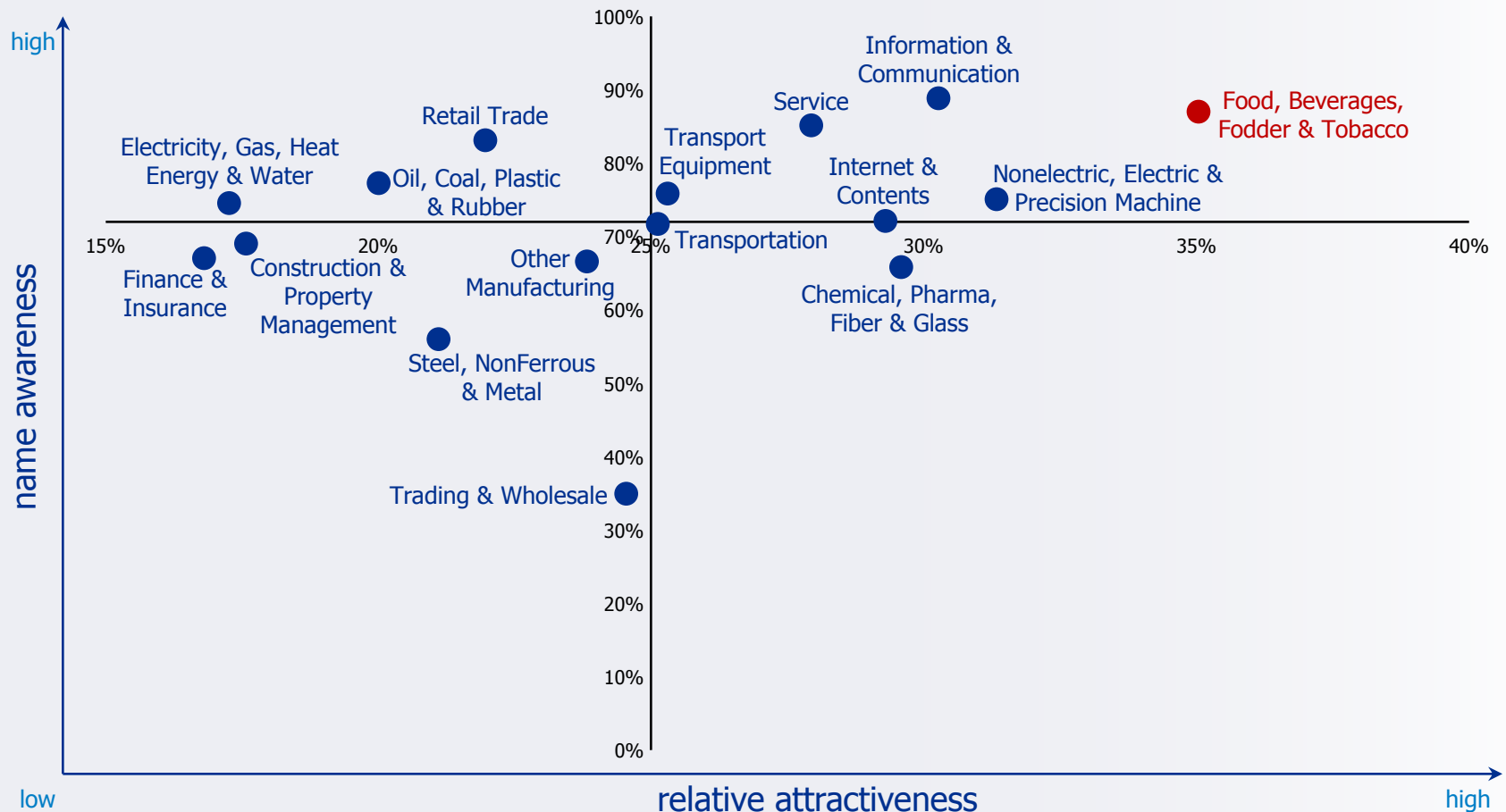
- 2012 ● 2012 your score
- 2011 ● 2011 your score



# attractiveness sectors - Japan

amongst respondents that know one or more companies operating in this sector

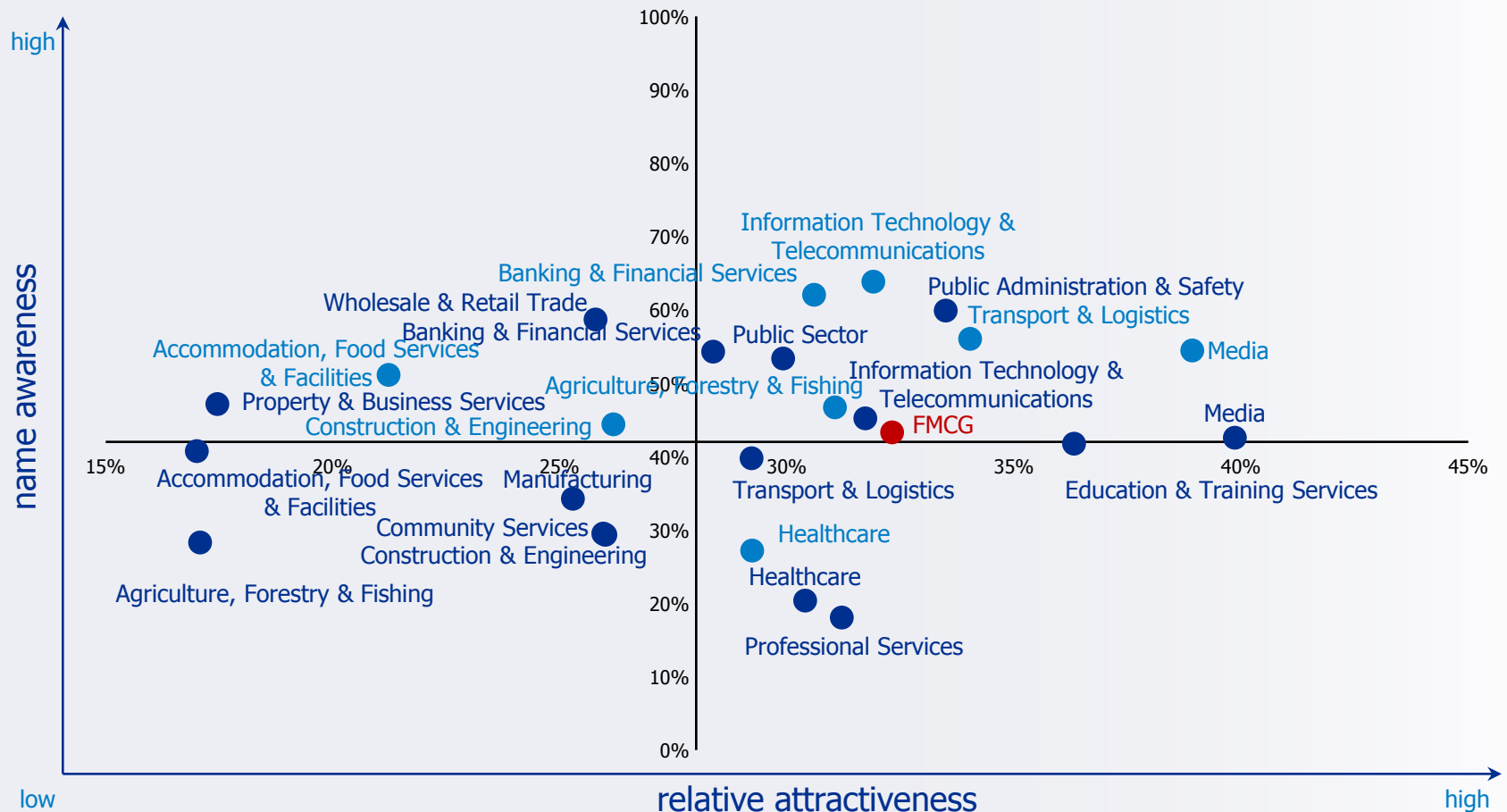
● 2012 ● 2012 your score



# attractiveness sectors - New Zealand

amongst respondents that know one or more companies operating in this sector

- 2012
- 2012 your score
- 2011
- not available

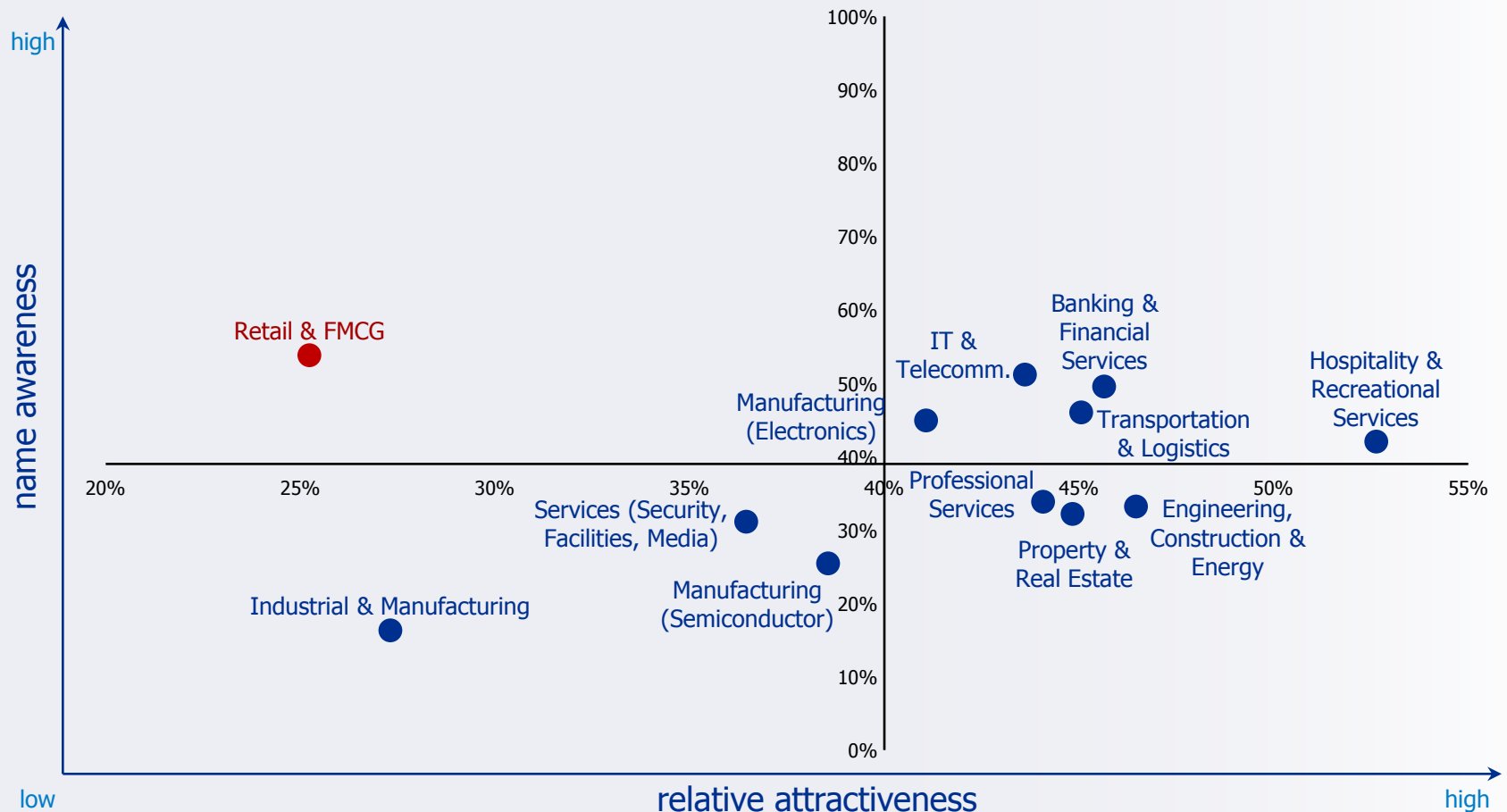




# attractiveness sectors - Singapore

amongst respondents that know one or more companies operating in this sector

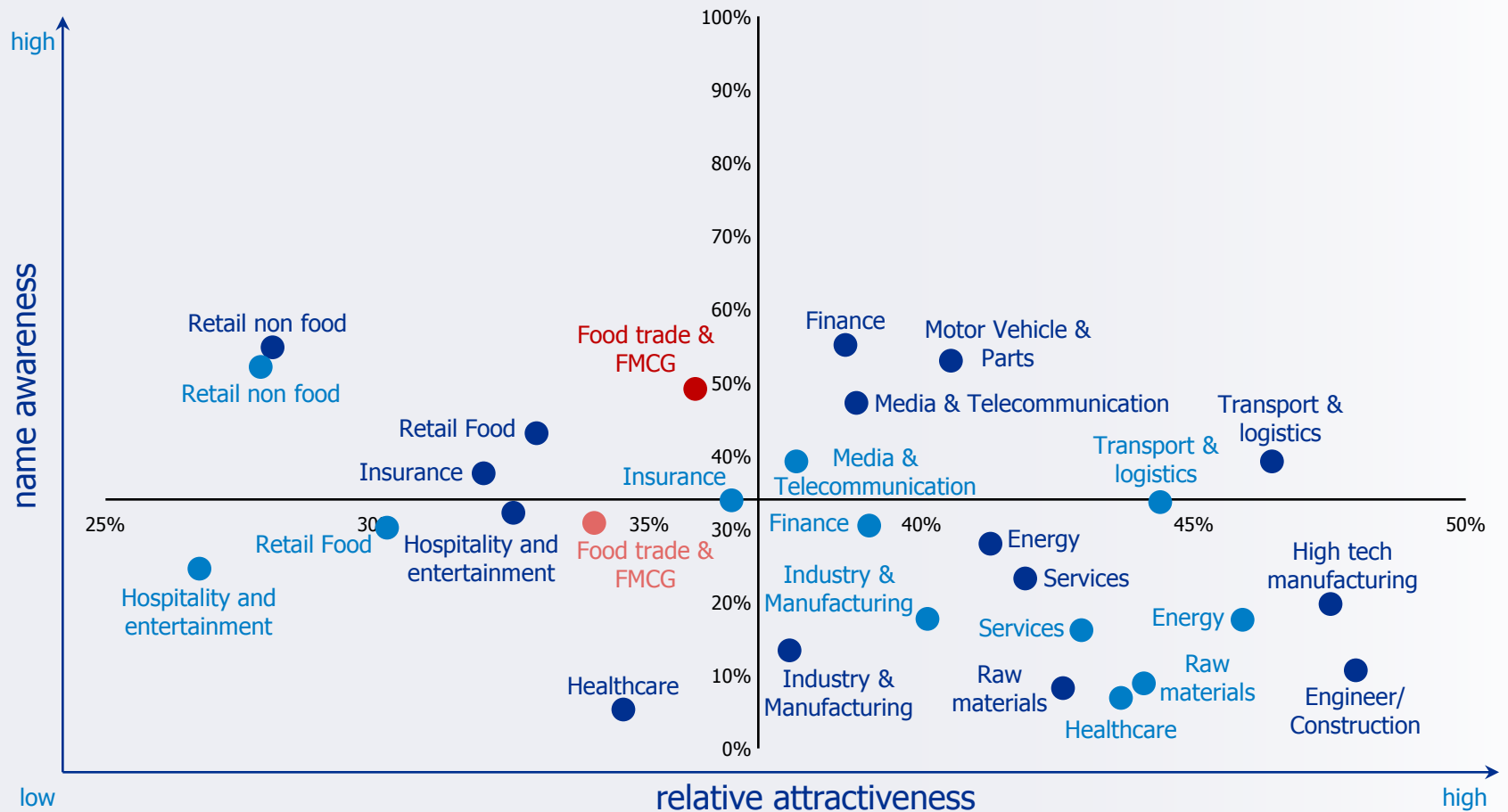
● 2012 ● 2012 your score



# attractiveness sectors - Canada

amongst respondents that know one or more companies operating in this sector

- 2012 ● 2012 your score
- 2011 ● 2011 your score



good  
to know  
you

λοι  
το κινω  
δοοο

