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Employer Branding

Perception being reality

Global sector report

FMCG



Results Randstad Award 2012

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- 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: 12th edition

France, Germany, Spain & Netherlands: 3rd edition

Italy, Poland & UK: 2nd edition

(*) participating countries in APAC & North America:

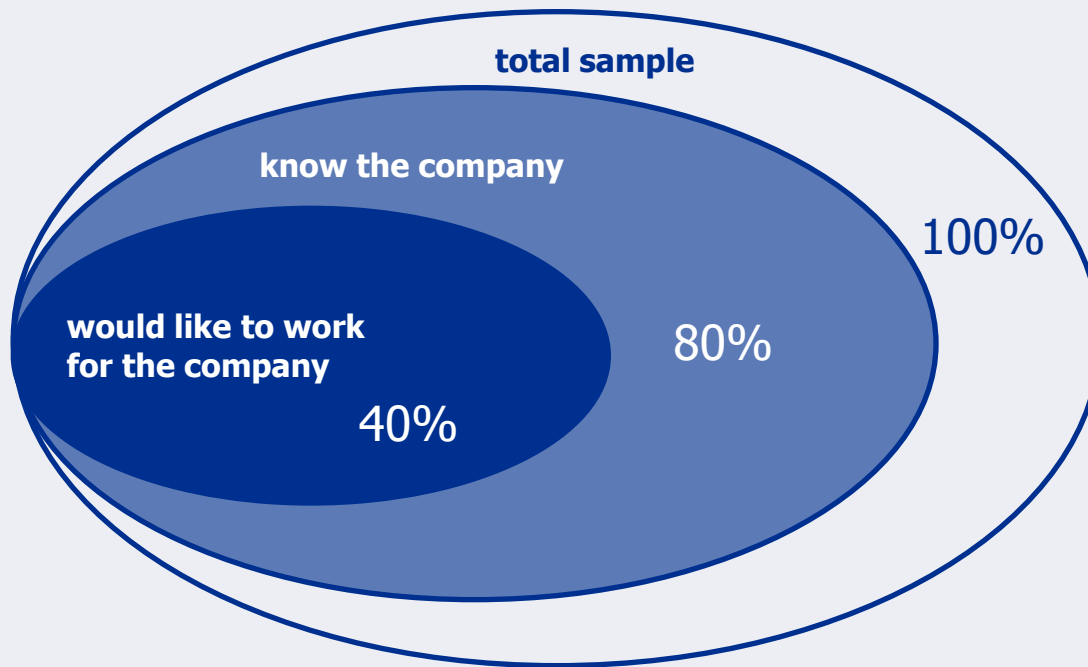
Australia, India, New Zealand: 2nd edition

Canada: 2nd edition

Singapore, Japan: 1st edition



absolute and relative attractiveness



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



questionnaire

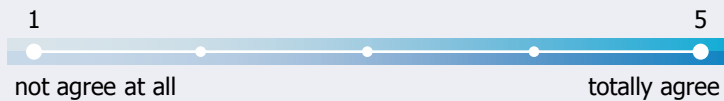
1. Which aspects are important to you in choosing to work for a specific company?

top 5 ranked from most important aspect to least important

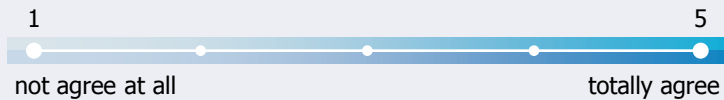
2. Do you know this company?

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?



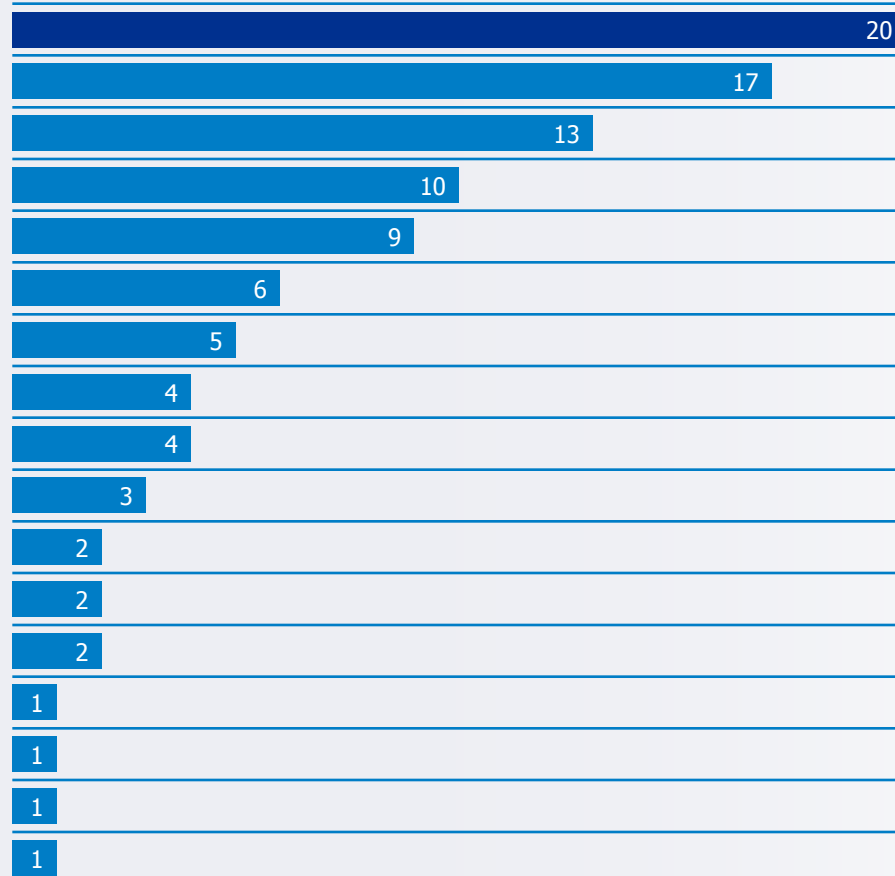
job security is the most important factor for a fifth of potential employees, followed by financial health and competitive salary & employee benefits

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

most important factor

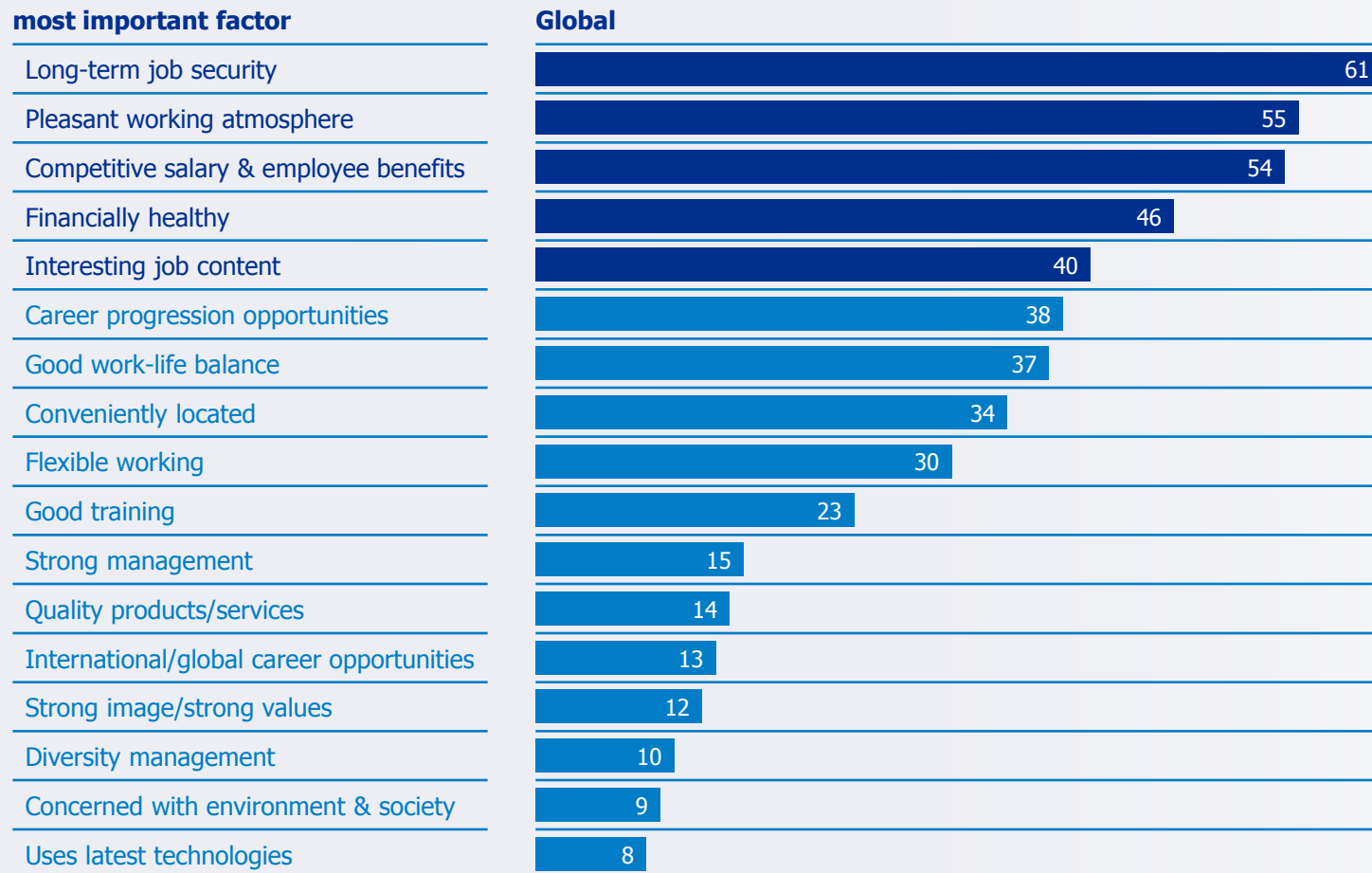
Long-term job security
Financially healthy
Competitive salary & employee benefits
Interesting job content
Pleasant working atmosphere
Good work-life balance
Career progression opportunities
Flexible working
Conveniently located
Good training
Strong management
International/global career opportunities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

Global



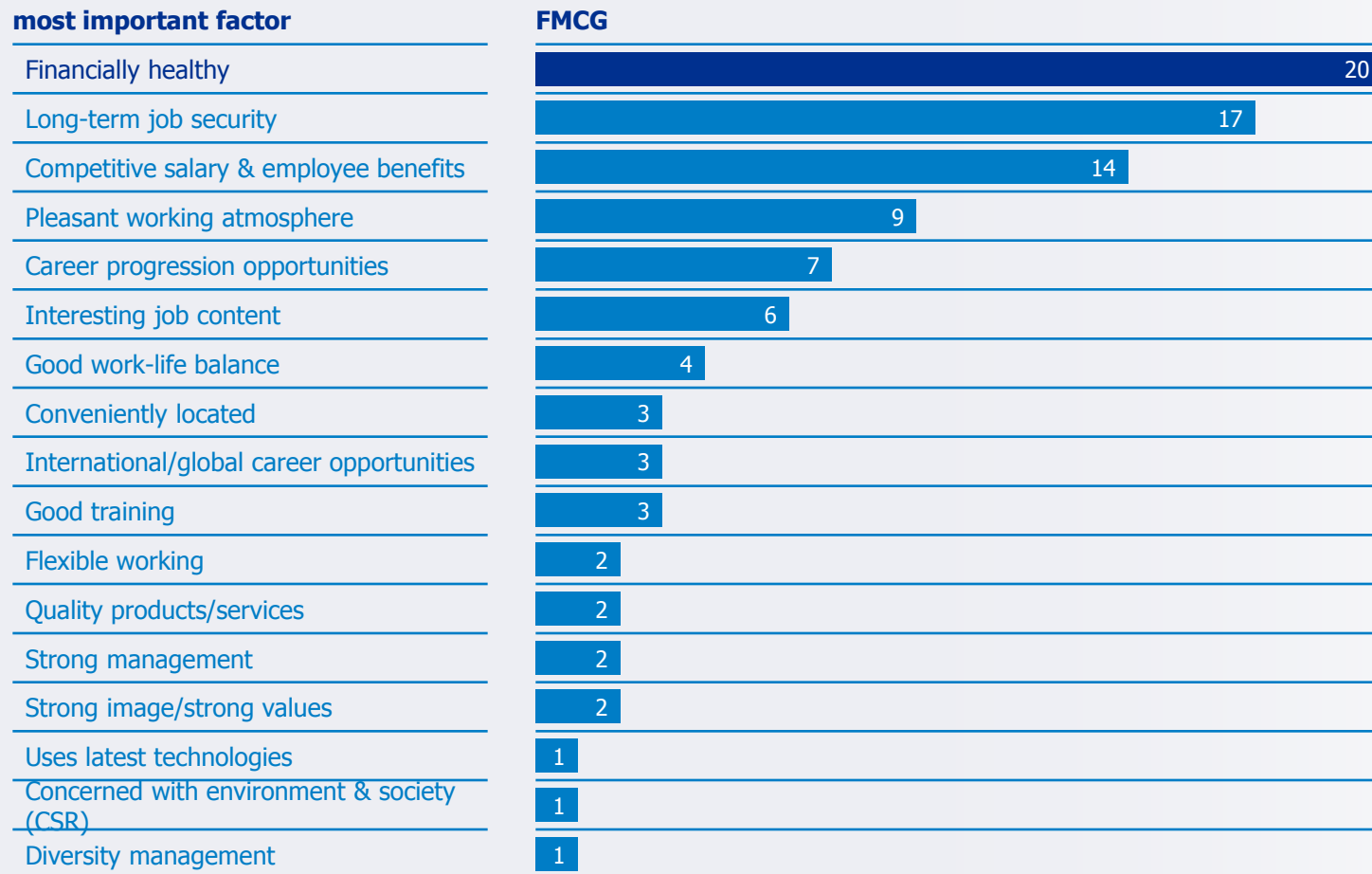
within the top 5 of most important factors, job security is closely followed by working atmosphere and competitive salary & benefits

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



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?



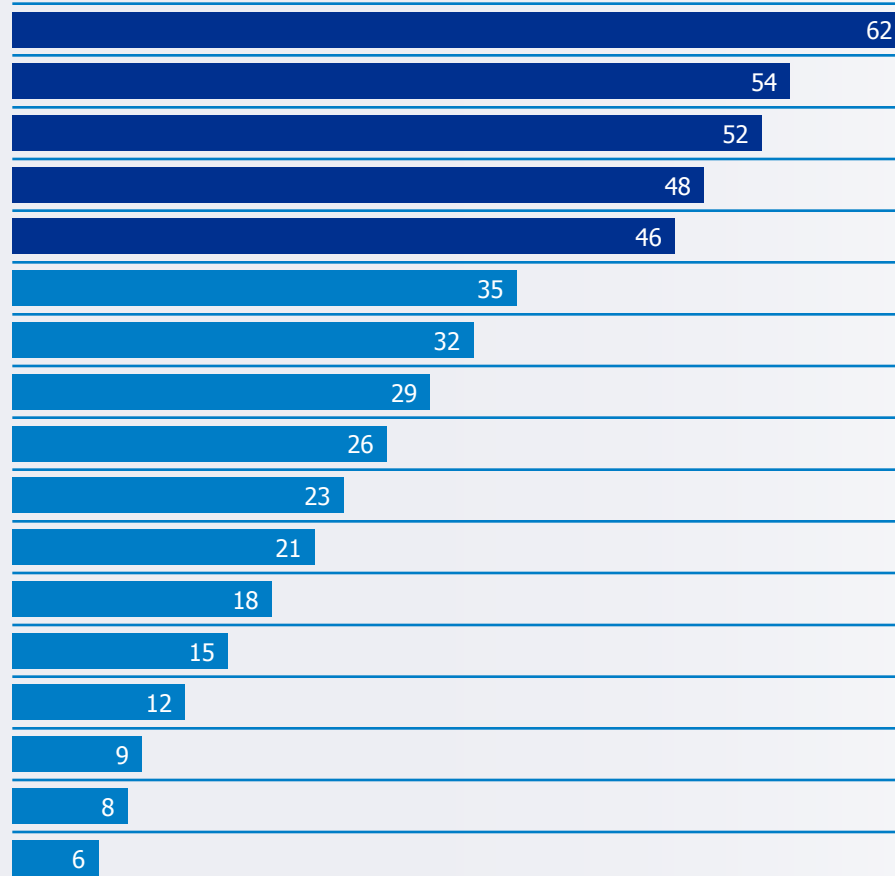
employees in FMCG most often list job security in their top 5 of most important factors, followed by salary & benefits and financial health

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

top 5 most important factors

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

FMCG



overall results

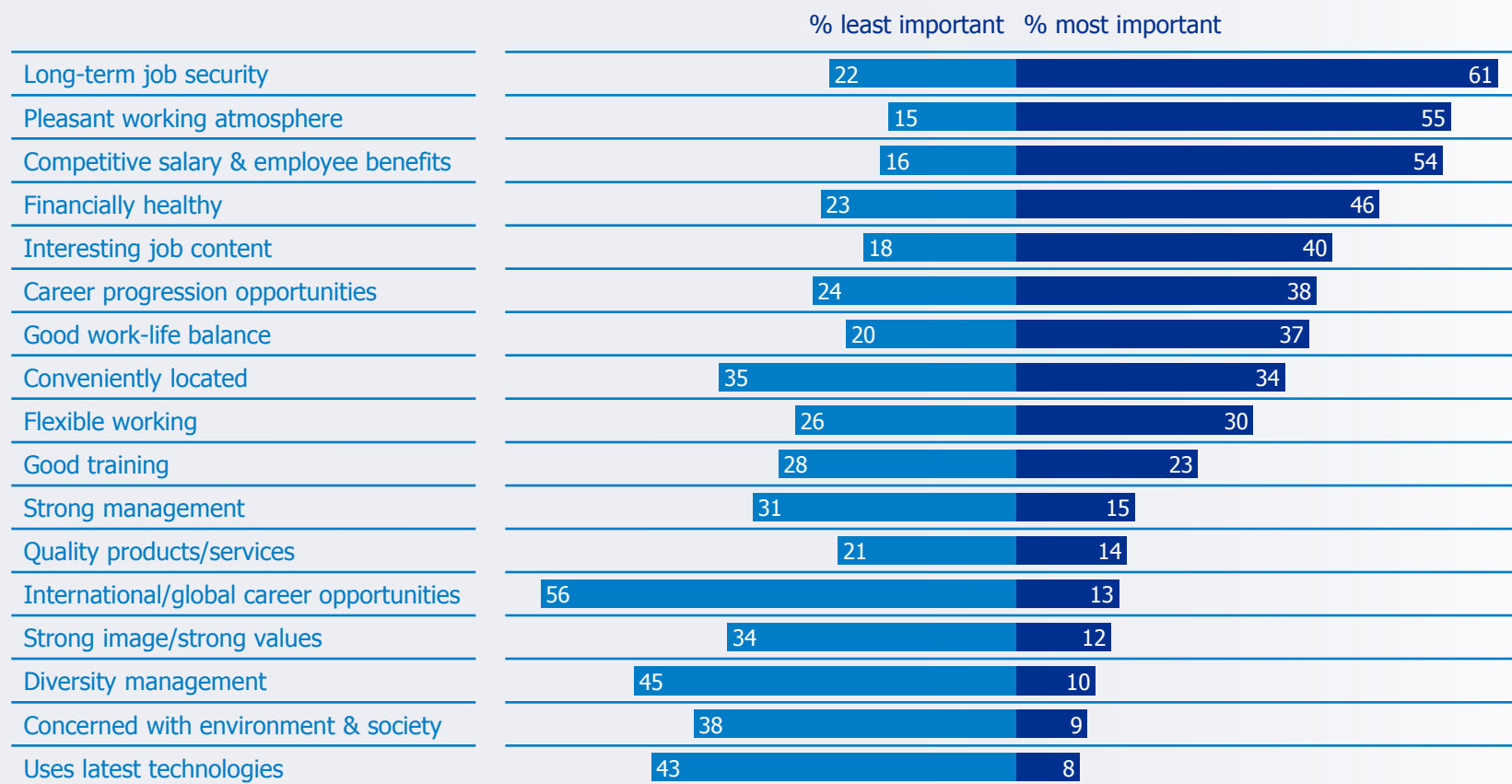
least important versus most important factors when
choosing an employer



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?

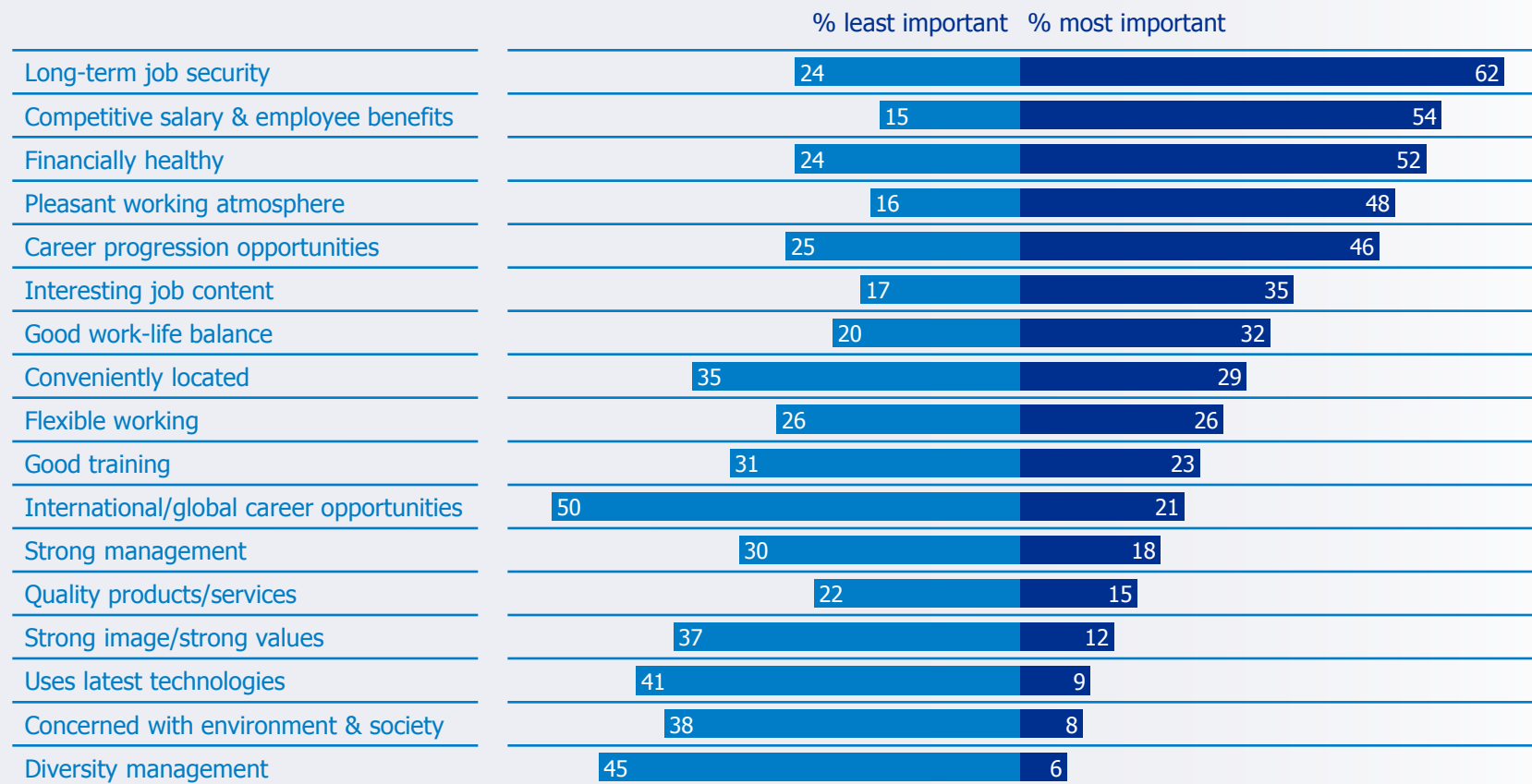
least important vs most important factors Global



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)

	% Global	% 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

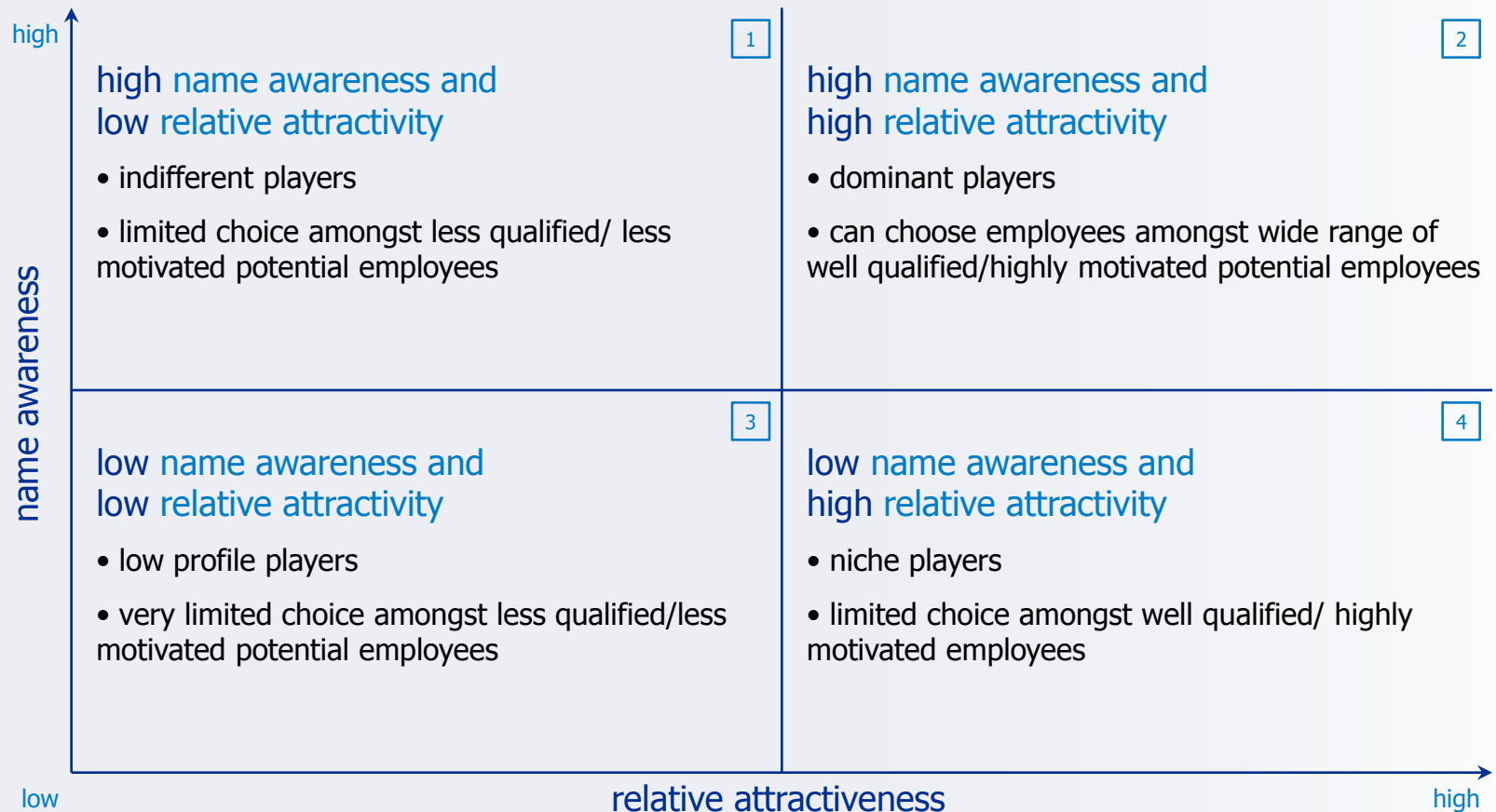
comparison between sectors

how attractive is your sector for potential employees?



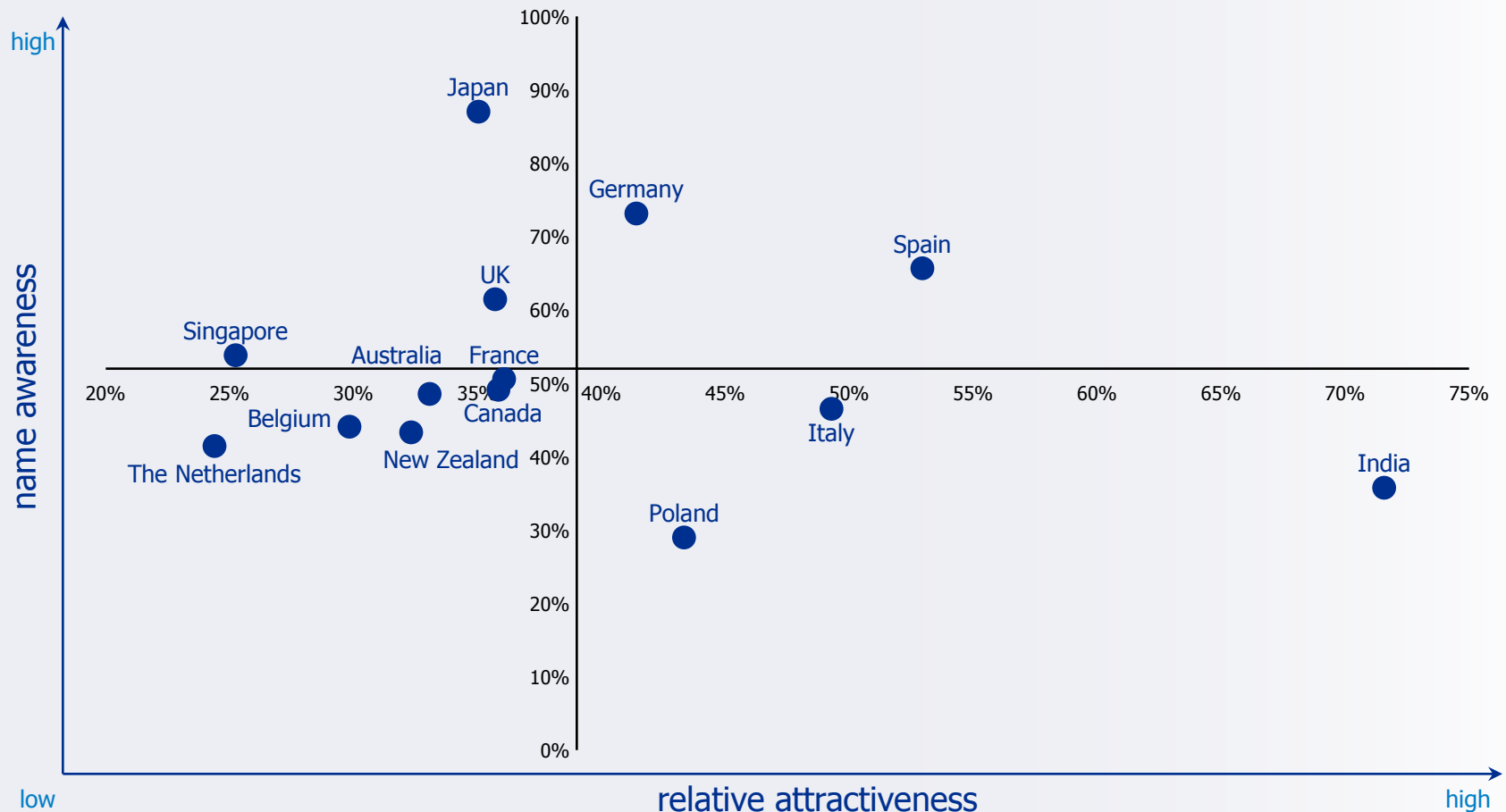
Randstad attractiveness grid

relative attractiveness by name awareness



attractiveness of FMCG in the countries

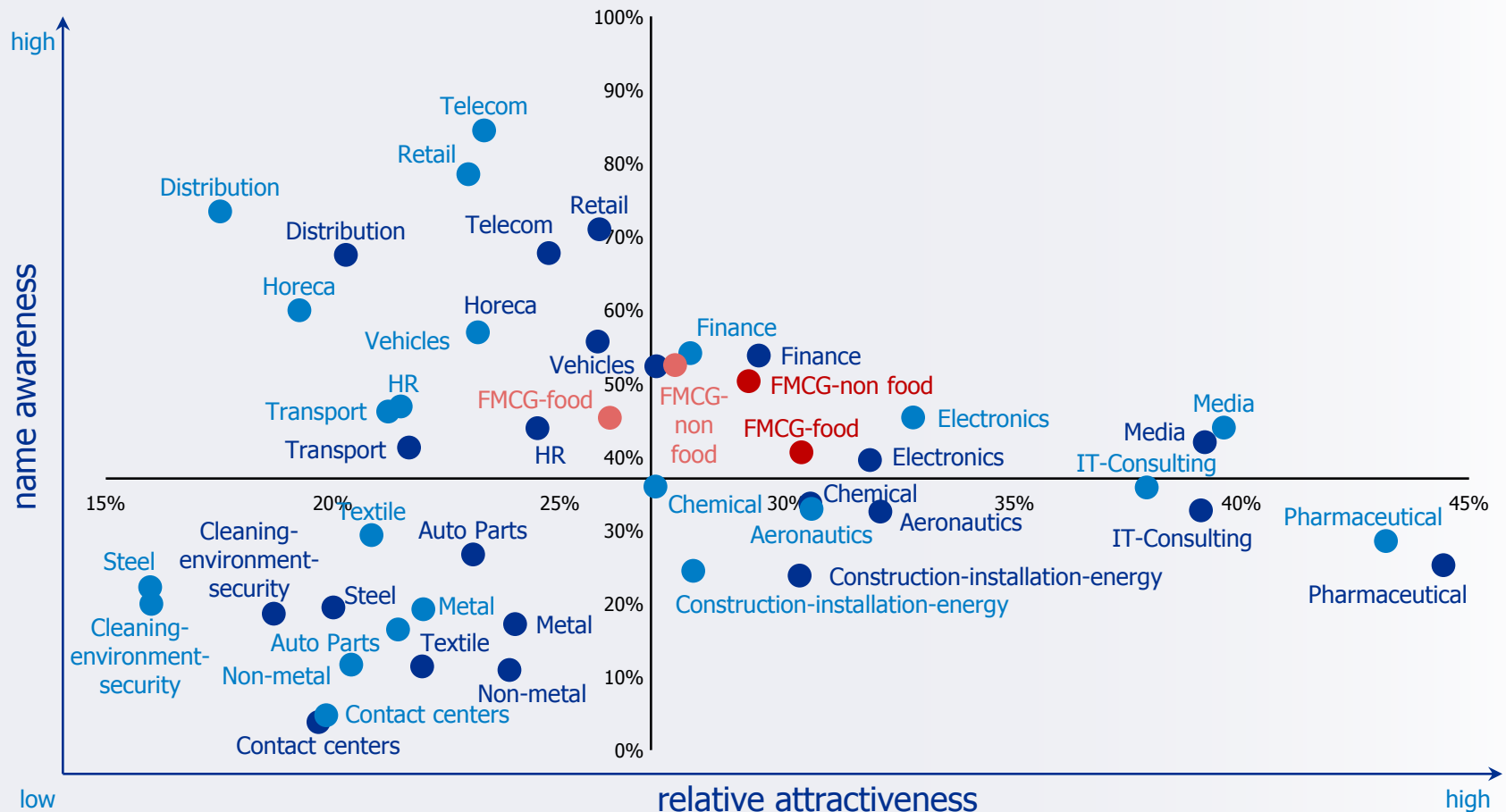
relative attractiveness by name awareness



attractiveness sectors - Belgium

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

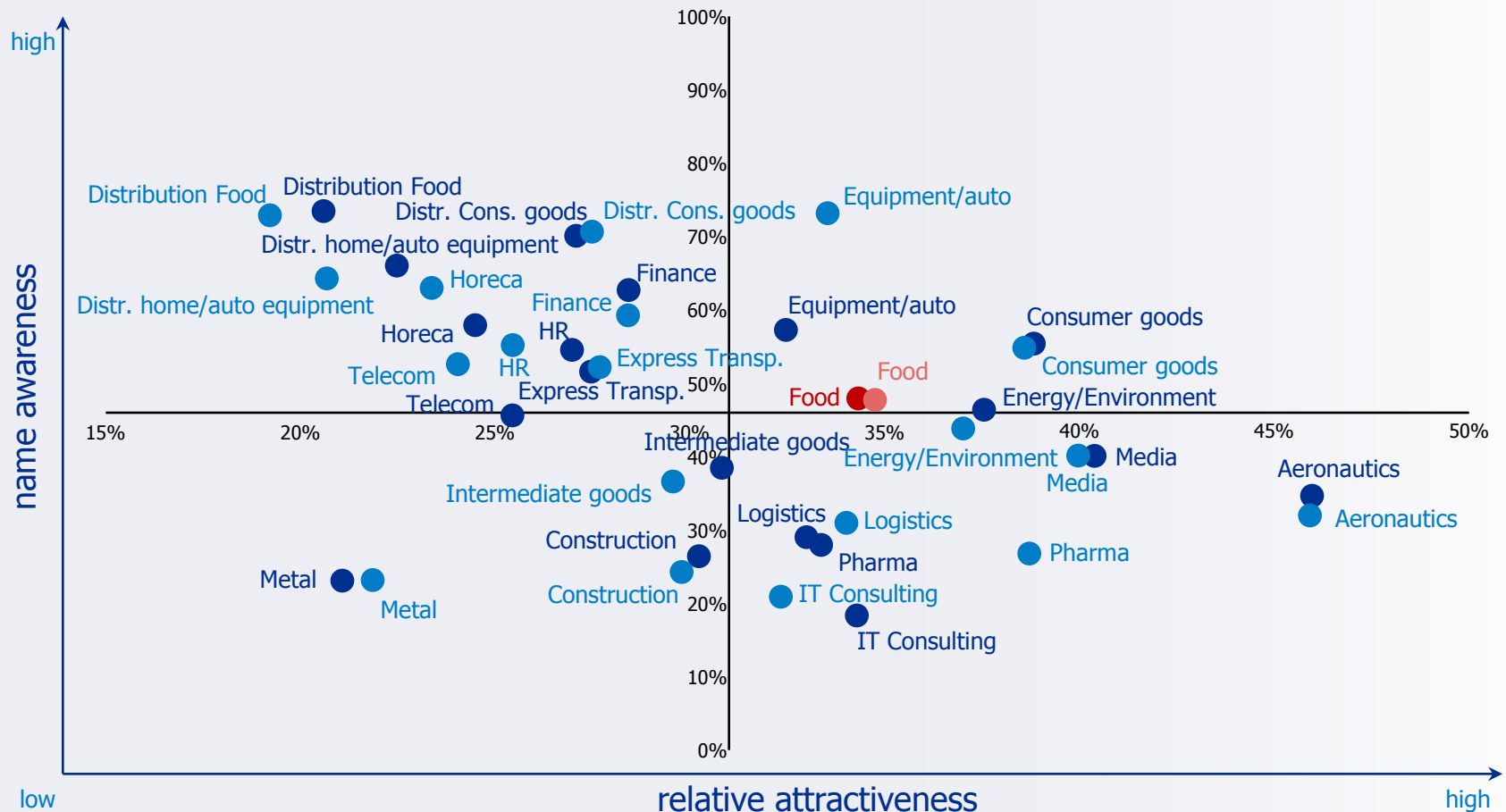
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - France

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

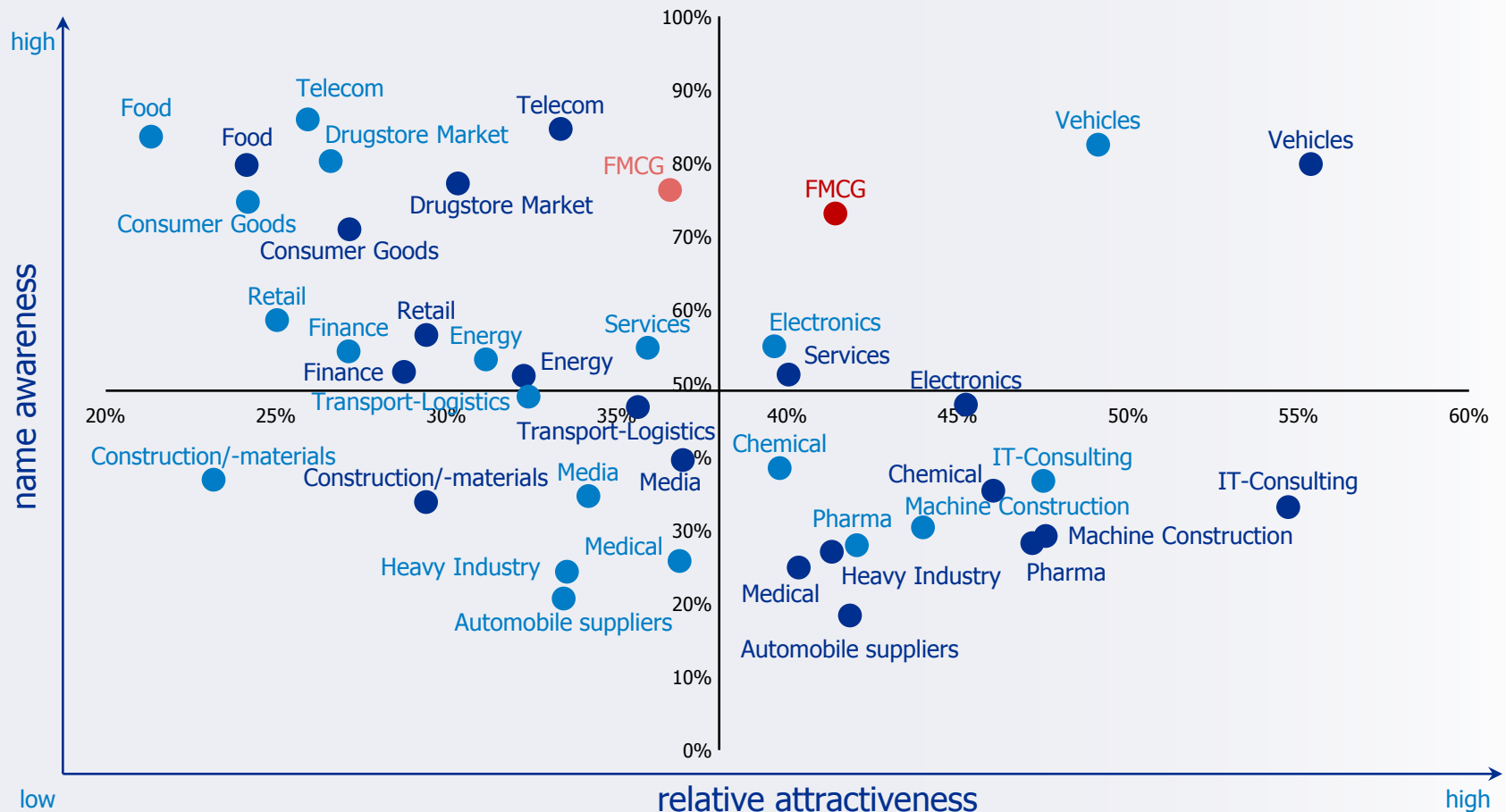
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - Germany

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

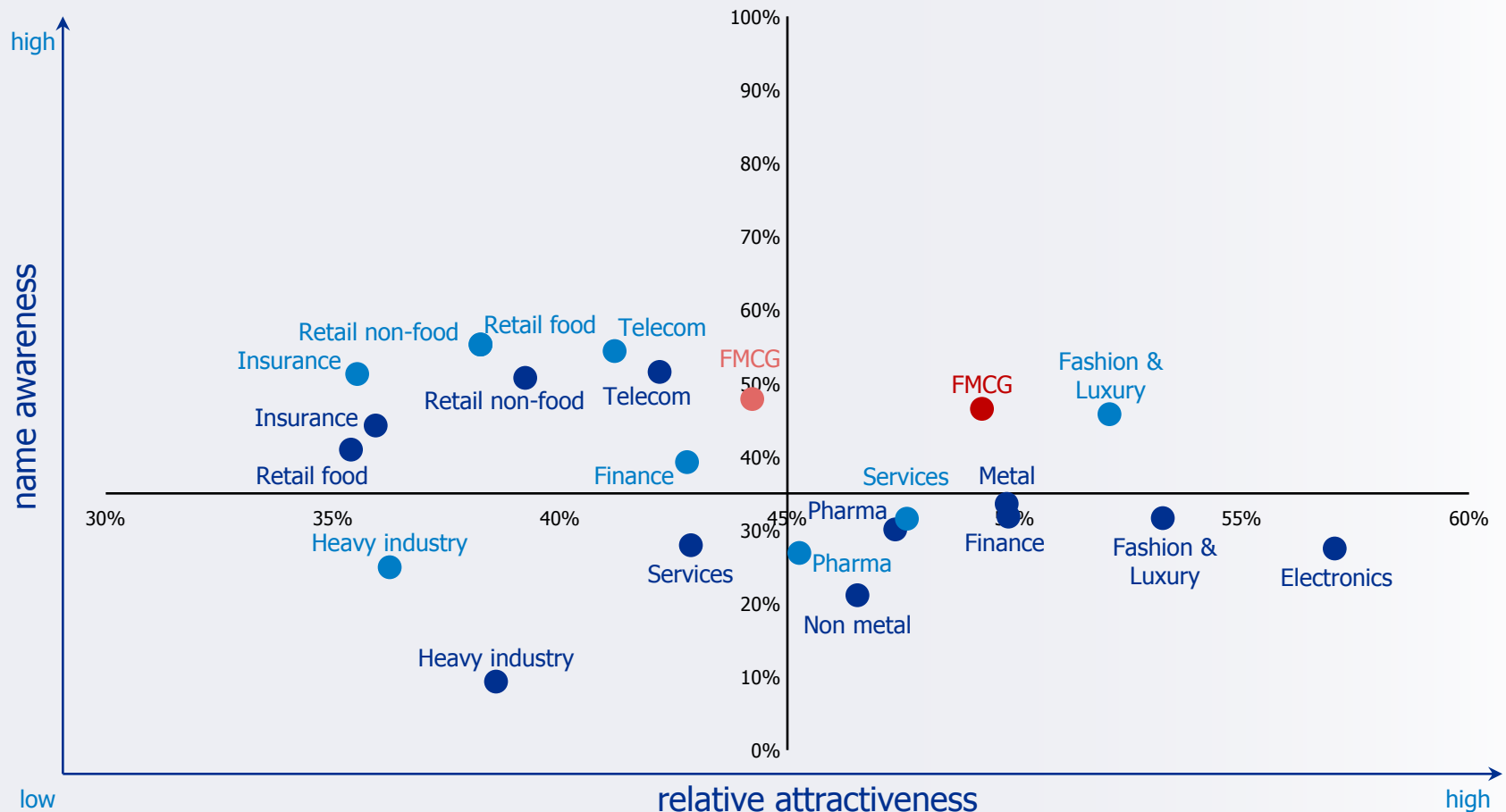
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - Italy

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

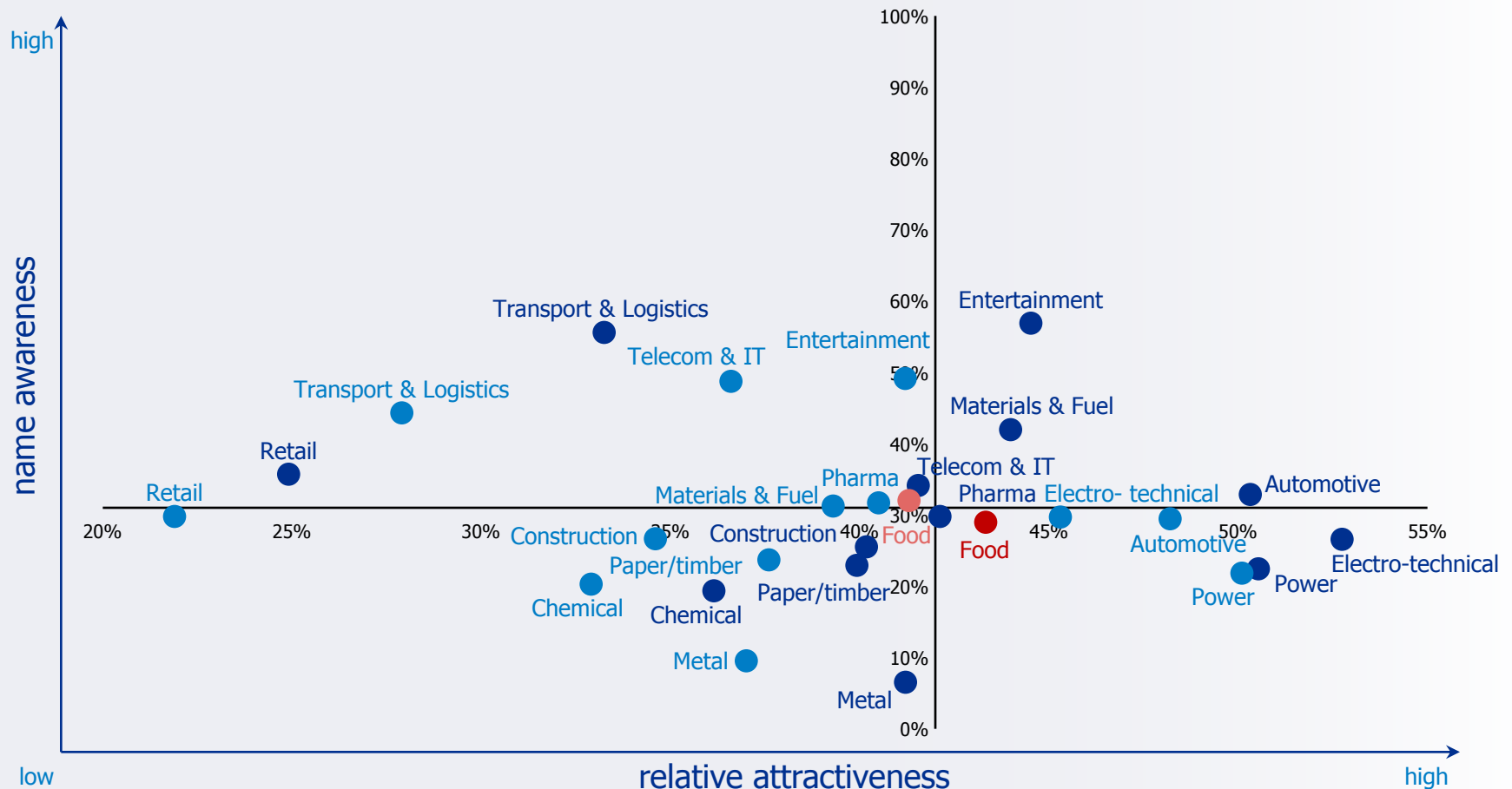
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - Poland

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

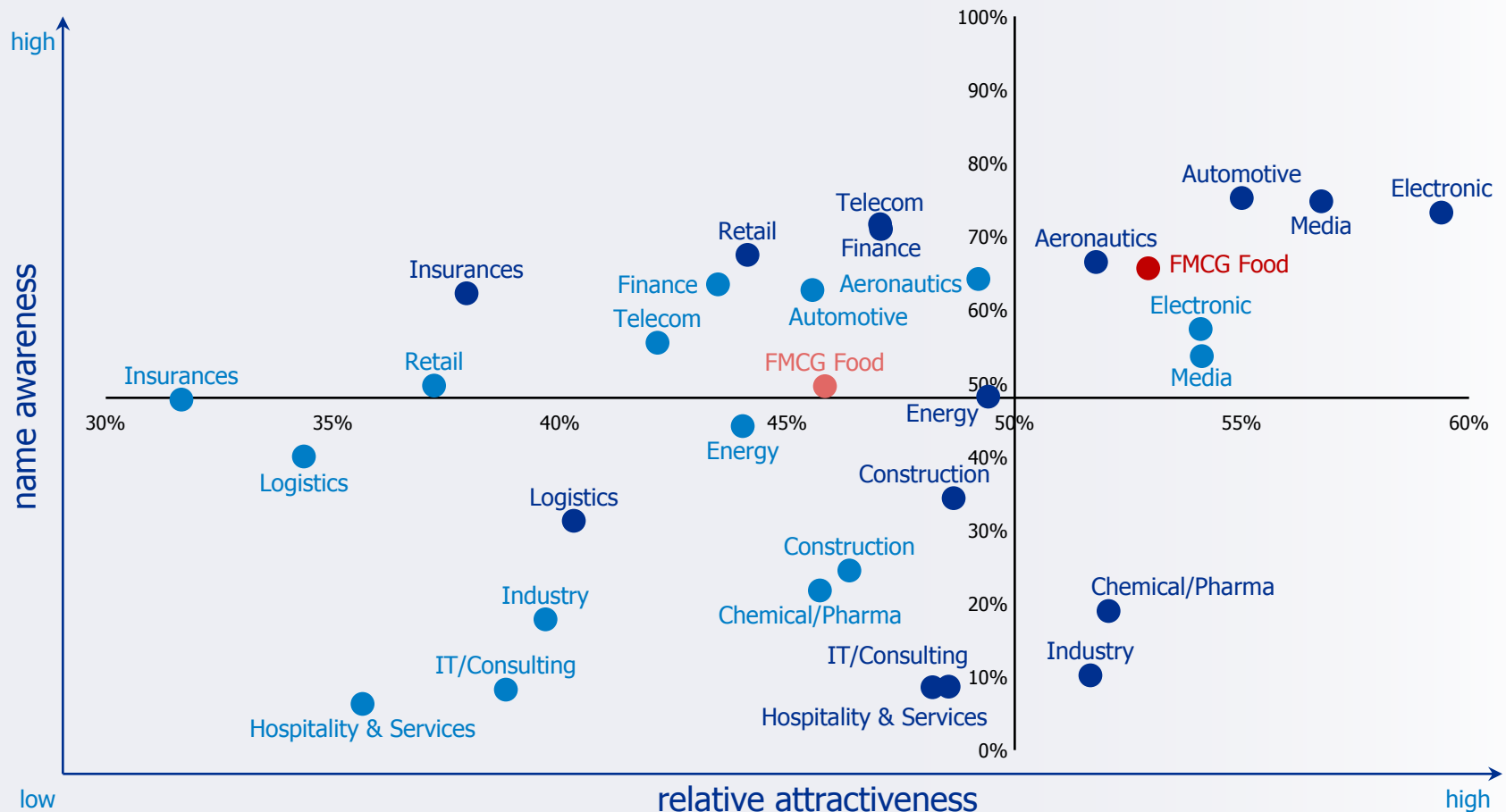
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - Spain

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

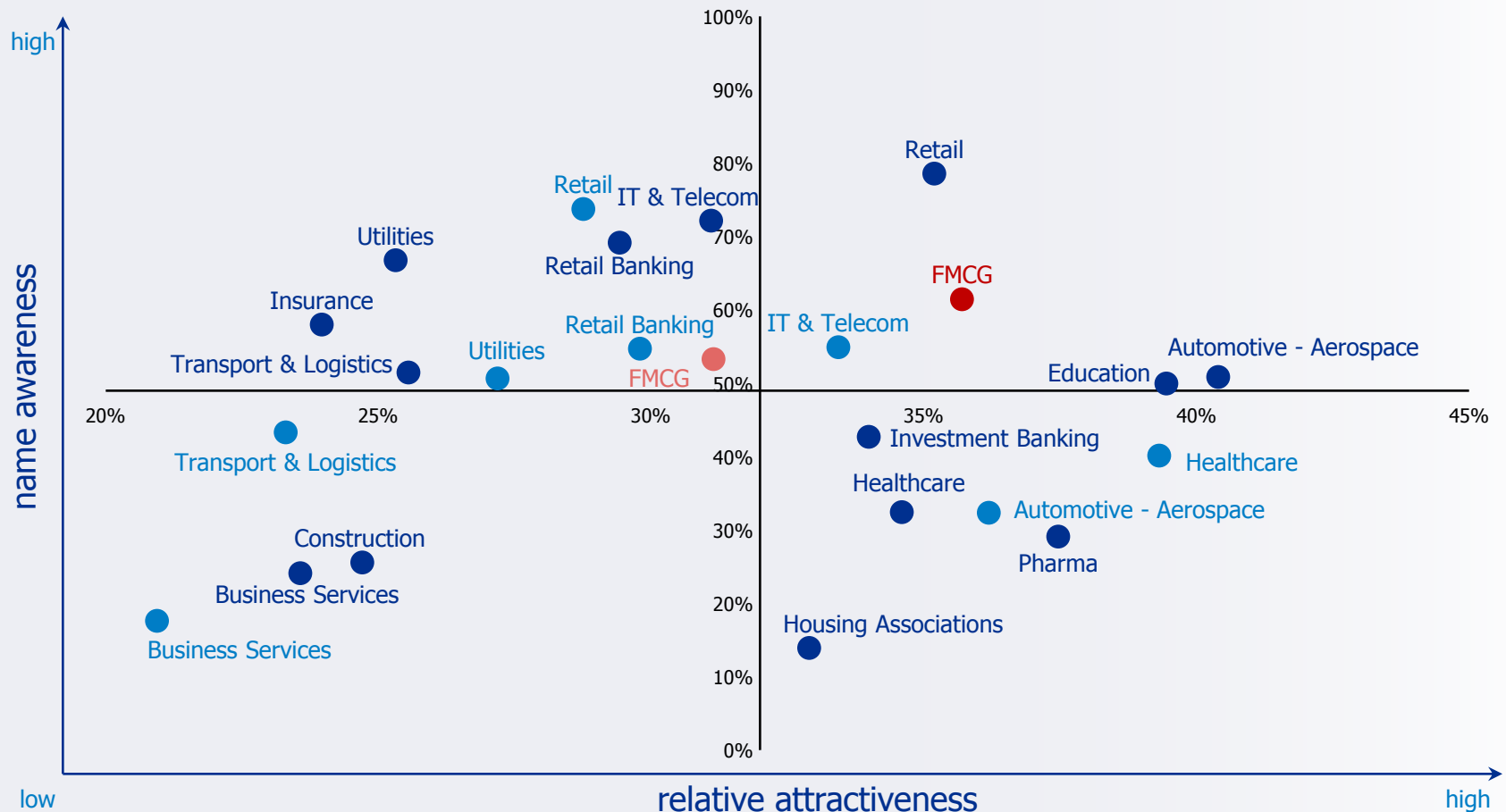
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - UK

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

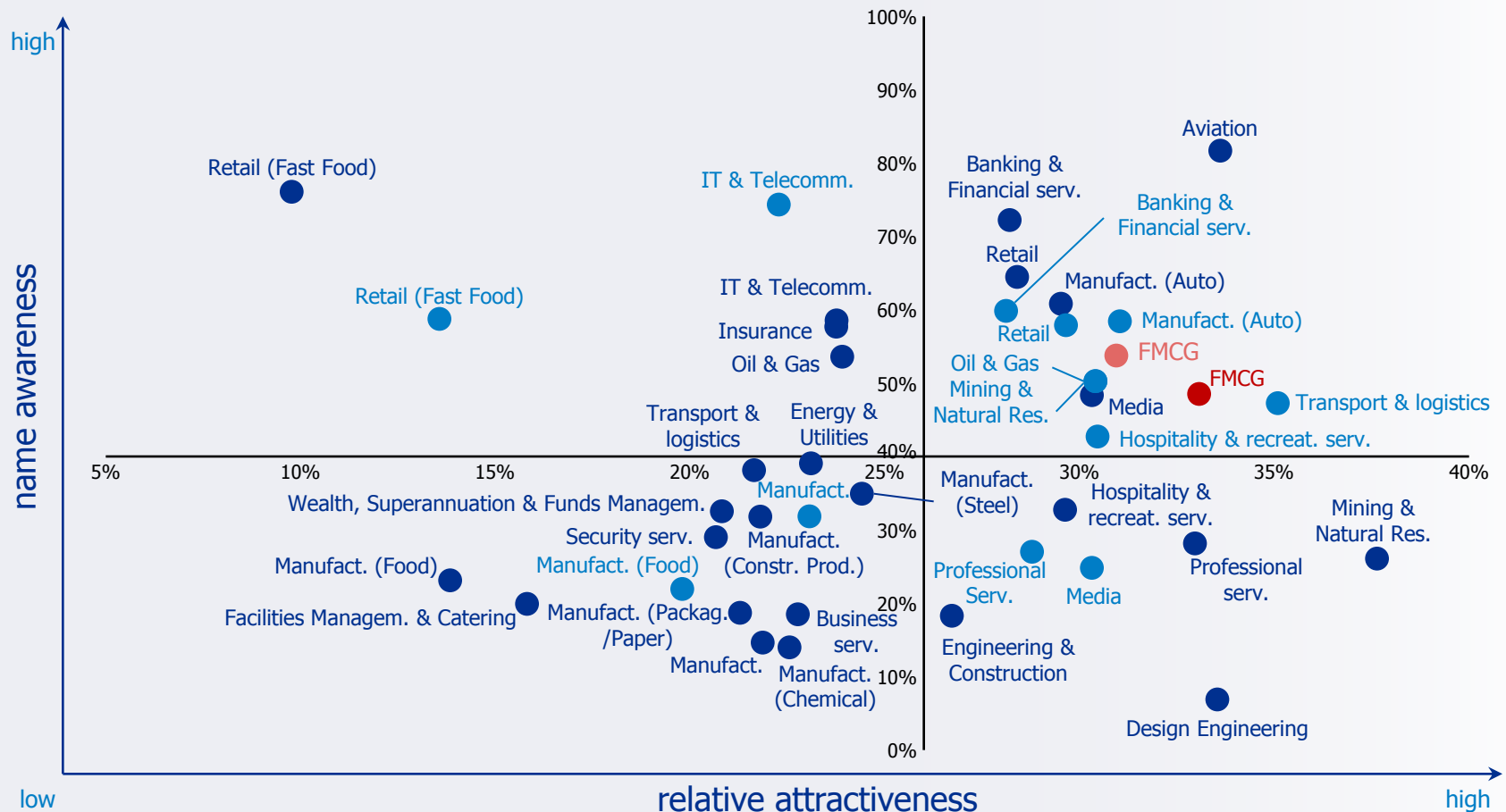
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - Australia

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

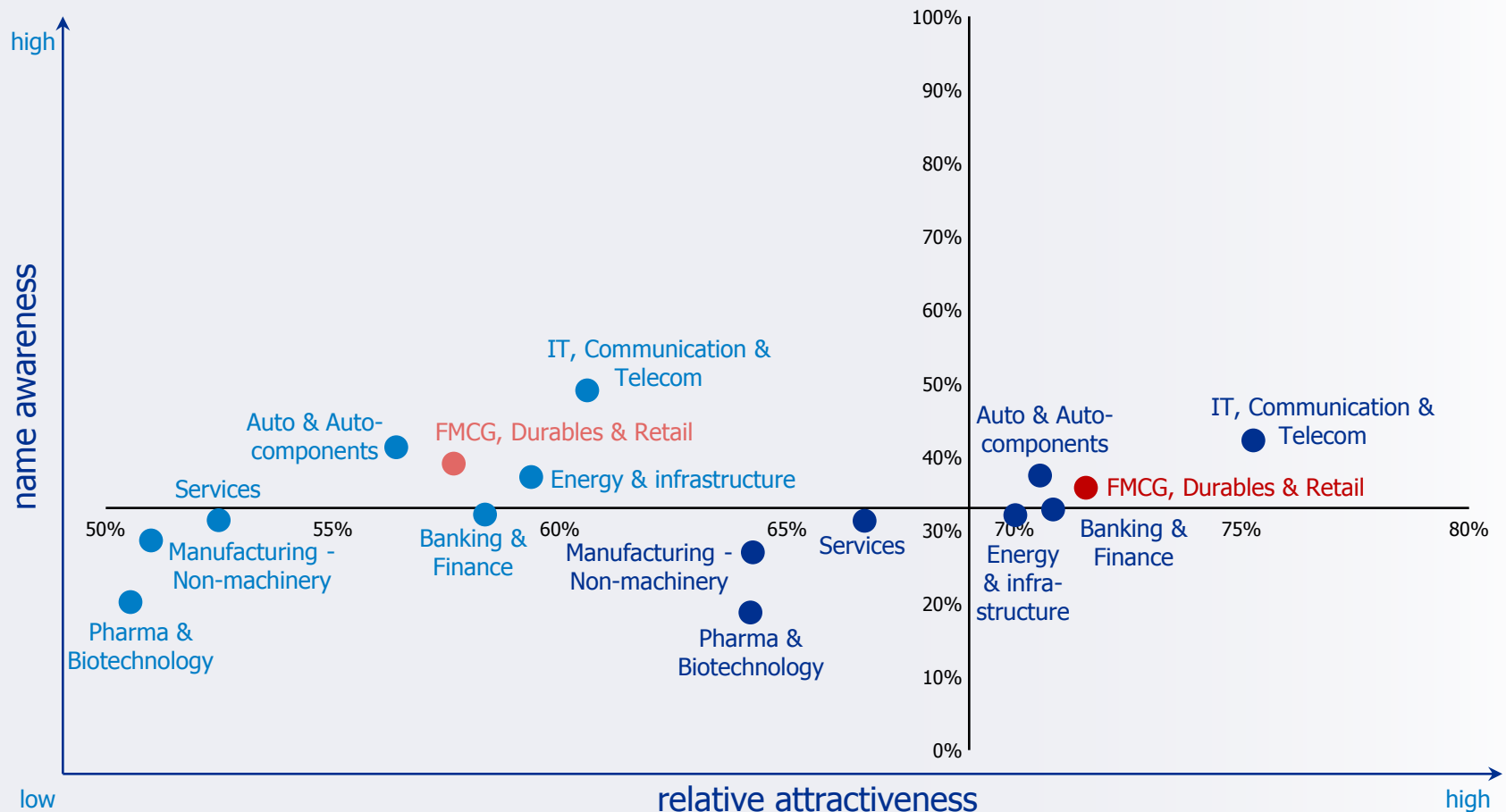
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - India

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

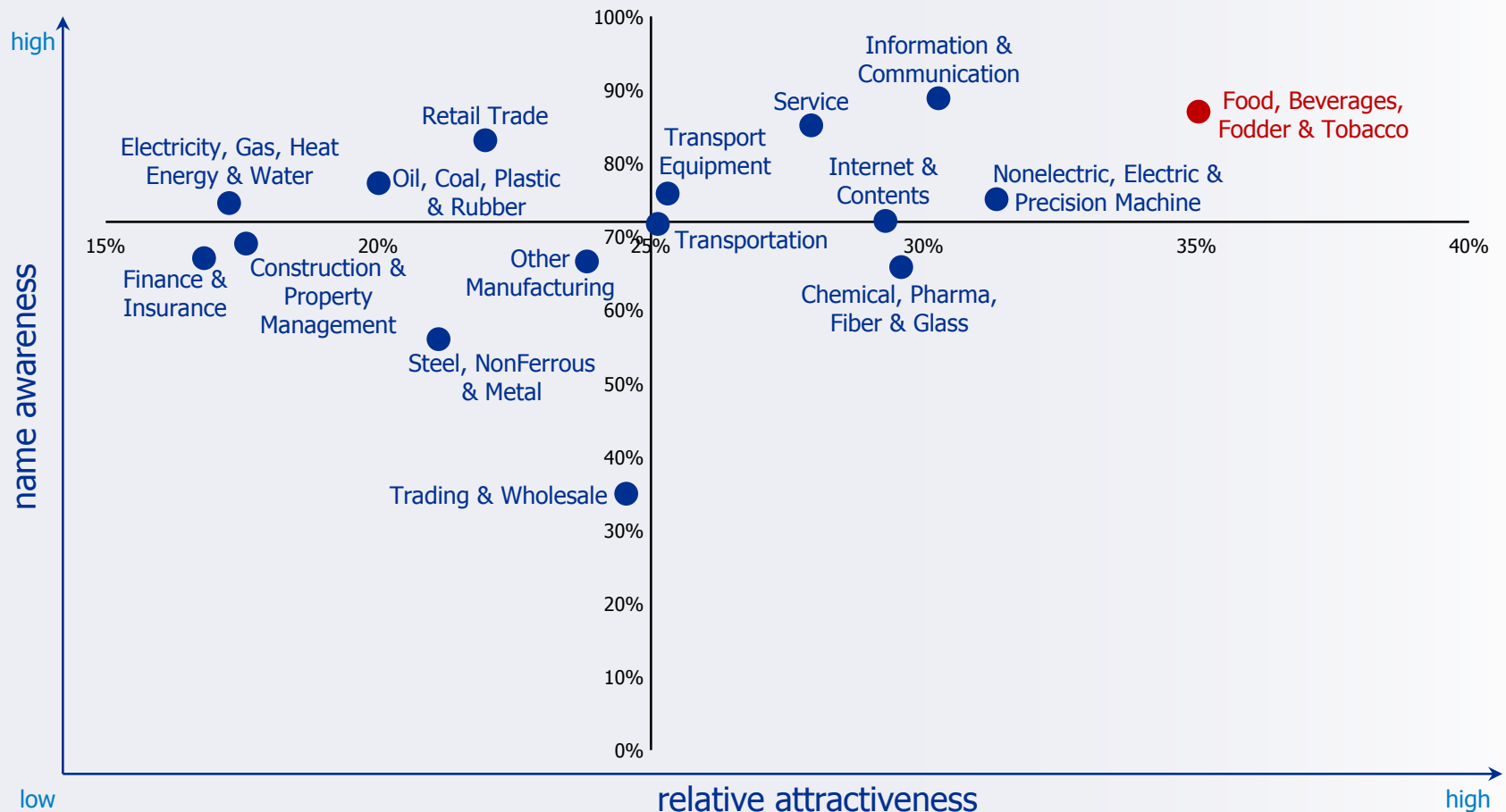
● 2012 ● 2012 your score
● 2011 ● 2011 your score



attractiveness sectors - Japan

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

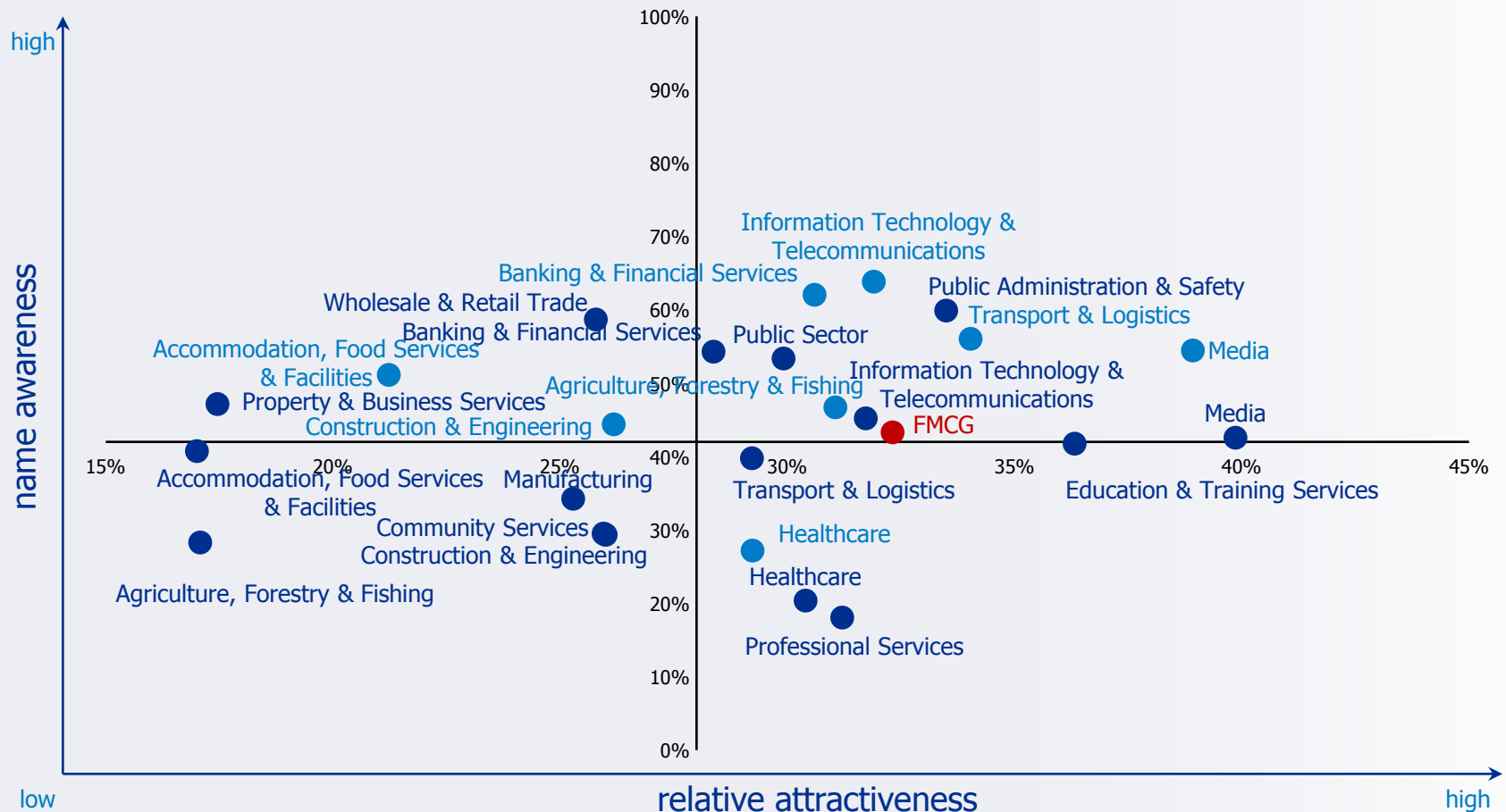
● 2012 ● 2012 your score



attractiveness sectors - New Zealand

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

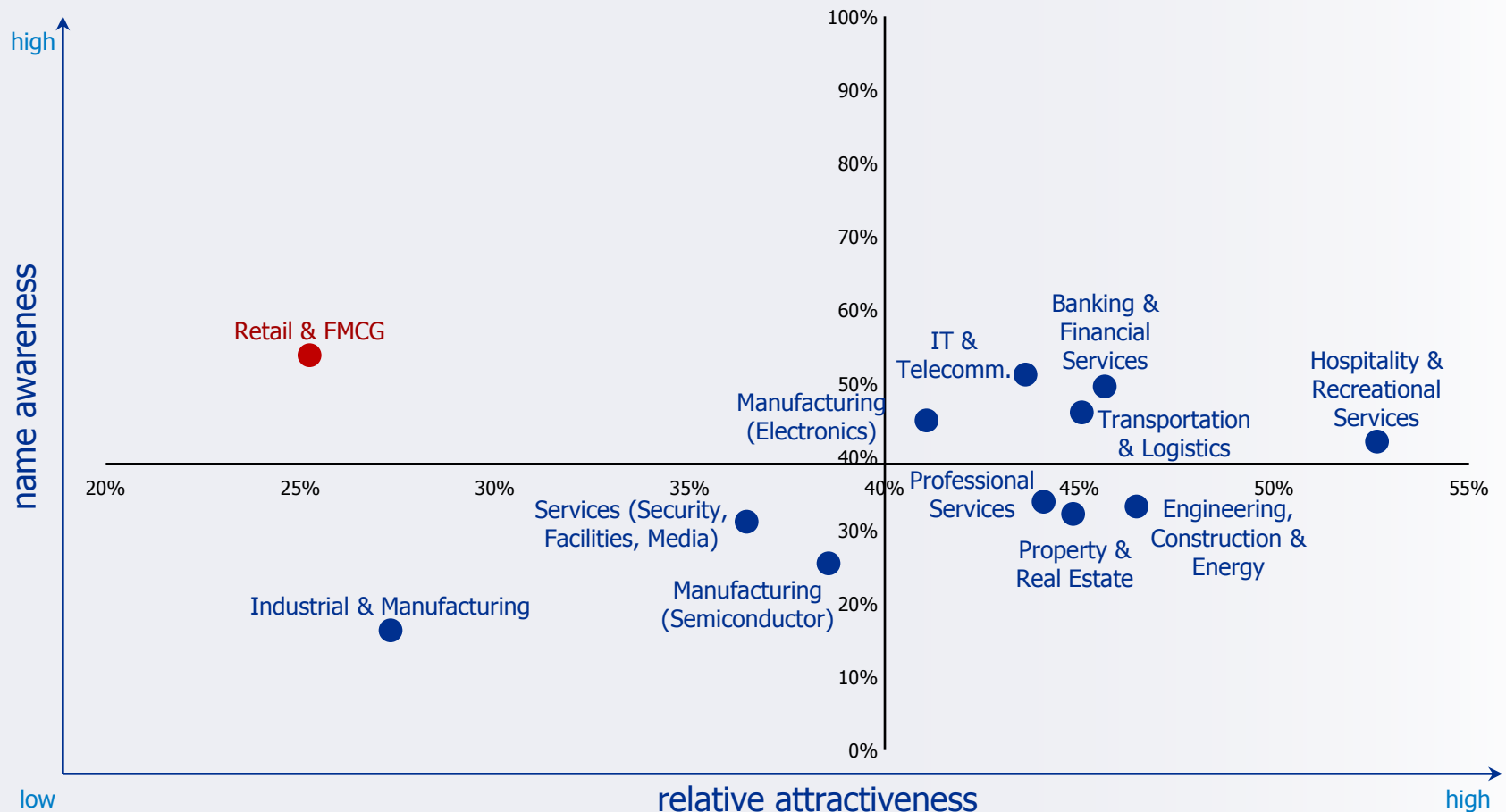
- 2012 ● 2012 your score
- 2011 ● not available



attractiveness sectors - Singapore

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

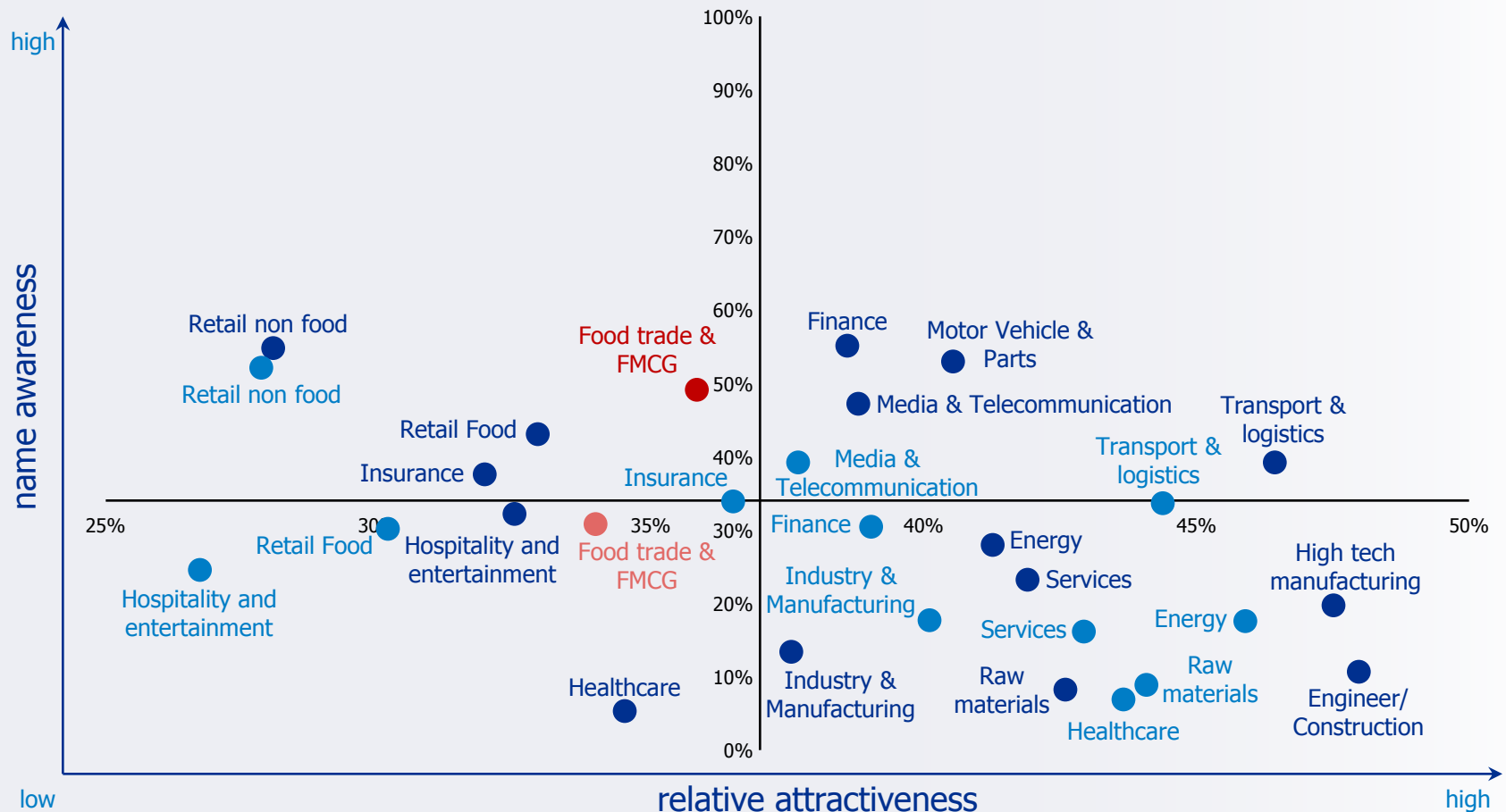
● 2012 ● 2012 your score



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

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το γνω
δοοq

