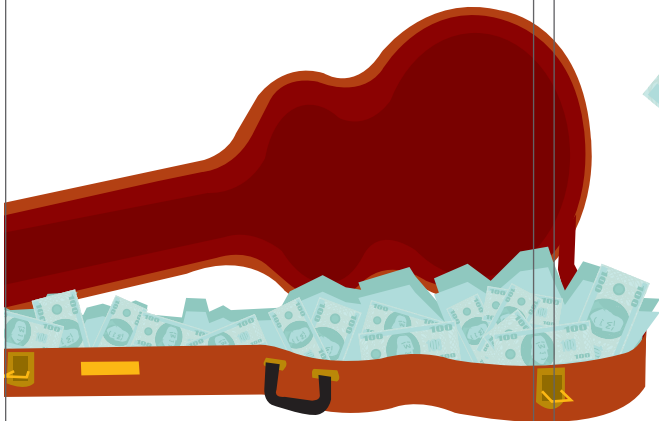


When you're as big as Nestlé, employees receive a lot of information on a daily basis. So when you're trying to get their attention to launch an Employee Referral Programme (ERP), you know you're going to have to come up with something pretty special.

We want an eye catching ERP

Our pleasure. We don't just like these kinds of briefs, we love 'em. ERPs are an essential part of a recruitment marketing mix. And whilst more companies are getting on board, we still find ourselves trying to extol their virtues. Not with Nestlé. Recognising their value, Nestlé was keen for us to come up with a fresh way to communicate a revamped ERP across a number of their business areas, which weren't working together as well as Nestlé had hoped. They wanted us to rejuvenate a sense of 'pride' and bring everyone together, during these difficult times. They wanted a strong initial launch with a look and feel that breathed charm, humour and personality – something that also had the legs to become a continuing promotion.



Nestlé



CASE STUDY NESTLÉ

Presenting Big ERN

Big ERN (Employee Referral at Nestlé) is the new 'boss' of Nestlé's Employee Referral scheme. In short, he's the guy people go to if they know any professionals who could benefit the family firm (Nestlé). ERN is a fun, Italian Mafia-type character that appears throughout the collateral, showing employees how they could spend their referral pay-out and where to go for more information.

Let me at 'em!

There's a number of channels we can take with an ERP, but on researching Nestlé's workforce we found their employees had really varied job types - some were office-based, some worked in factories and others where predominantly mobile. So we aimed for a scatter gun approach to target them all - posters, desk drop postcards, coffee cup cardboard clutches, restaurant table tent cards, emails and a big launch at their Head Office.

Get outta here!

We didn't blow the budget. In fact, we made the most of the resources the client already had whenever we could. And of course longer term, whilst with an initial financial outlay, Nestlé realised it would be considerably lower than the expense of recruiting using traditional recruitment consultants, headhunters and other recruitment channels.


BIG
ERN




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And does Big ERN get to fight another day?

Still in its early stages, it's hard to put specific figures in place. Anecdotally, however, Nestlé have found the ERP has reduced their costs per hire in some areas and helped them access the right 'fit' candidate. It's also supported their efforts to keep their retention levels up. But if the resulting buzz is anything to go by, with employee engagement at a high, we'd like to think that we'll be seeing Big ERN ... The Return.

work
