

bluivy



Case Study: Ahold Delhaize

Ahold Delhaize Case Study

Global + Local Strategy

The Challenge

Despite being one of the world's largest food retail groups (serving 54 million shoppers each week in the United States, Europe and Indonesia), Ahold Delhaize lagged talent competitors in employer brand awareness and preference, especially with in demand talent. Furthermore, with decentralized talent acquisition and culture strategies they lacked a Global employer brand framework and story.

The Ask

1. Research and build an enterprise EVP for Ahold Delhaize and its family of 19 brands across US, Europe and Indonesia
2. Include leadership, employee, job seeker research and culture audit reviews for each country and brand
3. Deliver a global creative and activation strategy that will build top of mind awareness, elevate talent applications and drive engagement (as measured through eNPS)
4. Provide metrics to show ongoing impact on bottom line business results

Deliverables



Global EVP with local and brand specific key messaging.



Employer Brand Strategy focused on internal culture AND talent attraction solutions



Creative, Activation Plans, Brand Guidelines and role out strategy



Dashboard to measure impact across all businesses globally.



Dashboard built for social listening to understand employee share of voice and sentiment related to EVP and culture

A close-up portrait of a man with short dark hair and a slight smile, holding a large slice of watermelon over his mouth. The watermelon slice is vibrant red with a green rind and is pixelated, resembling a digital or retro aesthetic. The background is a solid teal color.

There's a reason we have a lot of happy associates.

Caring, it's a big part of everything we do at Ahold Delhaize. Whether you're helping customers bring the healthiest food home, supporting your fellow associates or working towards sustainability it just makes you feel good. We're a family of over 372,000 associates where everyone's welcome. Come to join us!

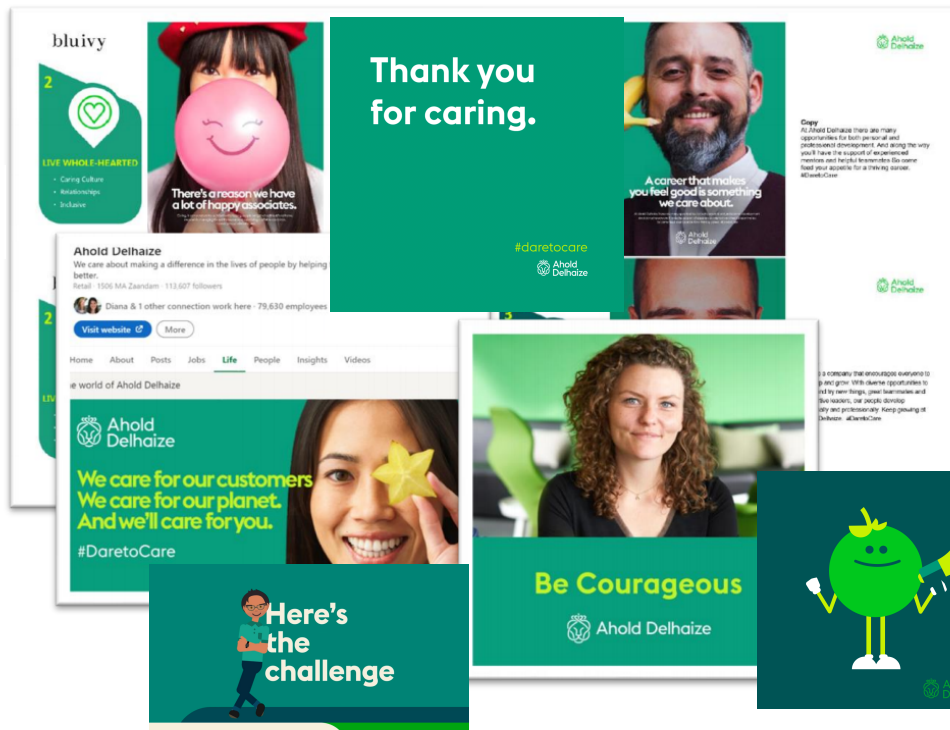
 **Ahold Delhaize**

Visit aholddelhaize.com/en/careers #CareToJoin



#Daretocare

Employer Brand Architecture



Creative Assets

- ☐ Employer Brand Playbook
- ☐ Global Marketing Calendar
- ☐ Digital Creatives Templates (visuals, headlines, etc.)
- ☐ Segmented Messaging

Training

- ☐ Employer Brand Ambassador Program Training
- ☐ Living the Brand Training (HR, Communications & People Managers)
- ☐ New Associate Training / On-Boarding

Templates & Best Practices

- ☐ Storytelling Contest Template
- ☐ Social Media Best Practices
- ☐ Employee Advocacy Program Template

Impact to Date



Increased Employee Engagement



**Increased Social Engagement
and
Ambassadorship**



**Positive Impact on Key Financial
Measures (SSS, UOM, Shrink)**

Global Alignment & Buy-In



Global framework and resources for
local brands to leverage



First Ahold Delhaize employer branding
initiative



Unprecedented adoption (Global
Employer Brand Tagline #DaretoCare
trending on social media)