bluivy

# Case Study:
# Ahold Delhaize

# Ahold Delhaize Case Study

Global + Local Strategy

## The Challenge

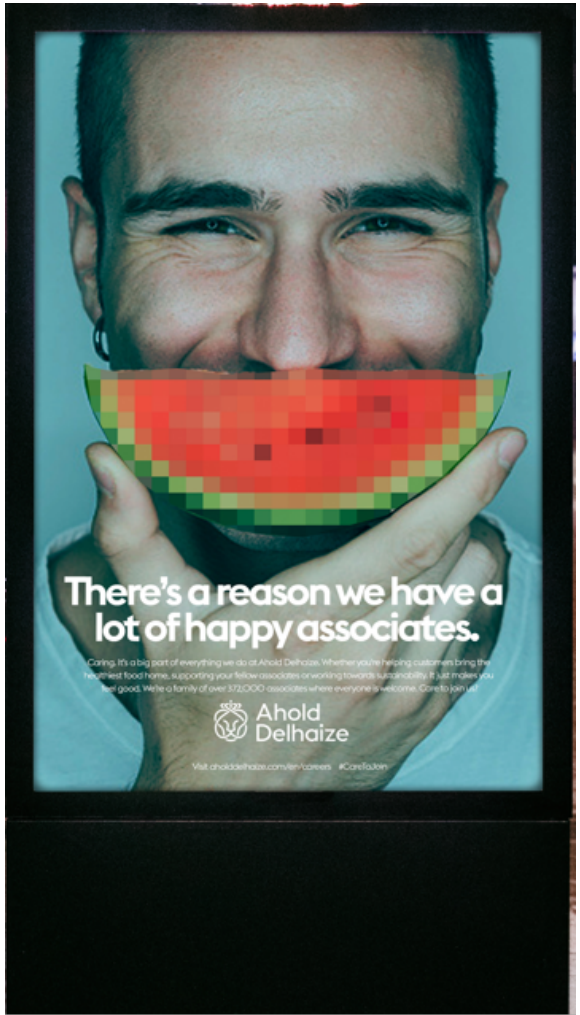
Despite being one of the world's largest food retail groups (serving 54 million shoppers each week in the United States, Europe and Indonesia), Ahold Delhaize lagged talent competitors in employer brand awareness and preference, especially with in demand talent. Furthermore, with decentralized talent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

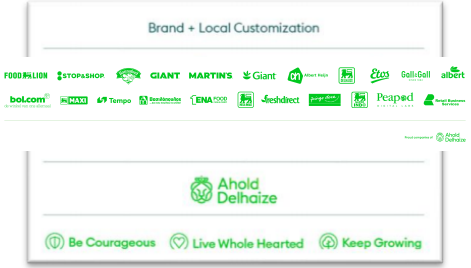

There's a reason we have a lot of happy associates.
Caring. It's a big part of everything we do at Ahold Delhaize. Whether you're helping customers bring the healthiest food home, supporting your fellow associates or working towards sustainability, it just makes you feel good. We're a family of over 372,000 associates where everyone is welcome. Care to join us?
Ahold Delhaize
Visit aholddelhaize.com/en/careers #CareToJoin

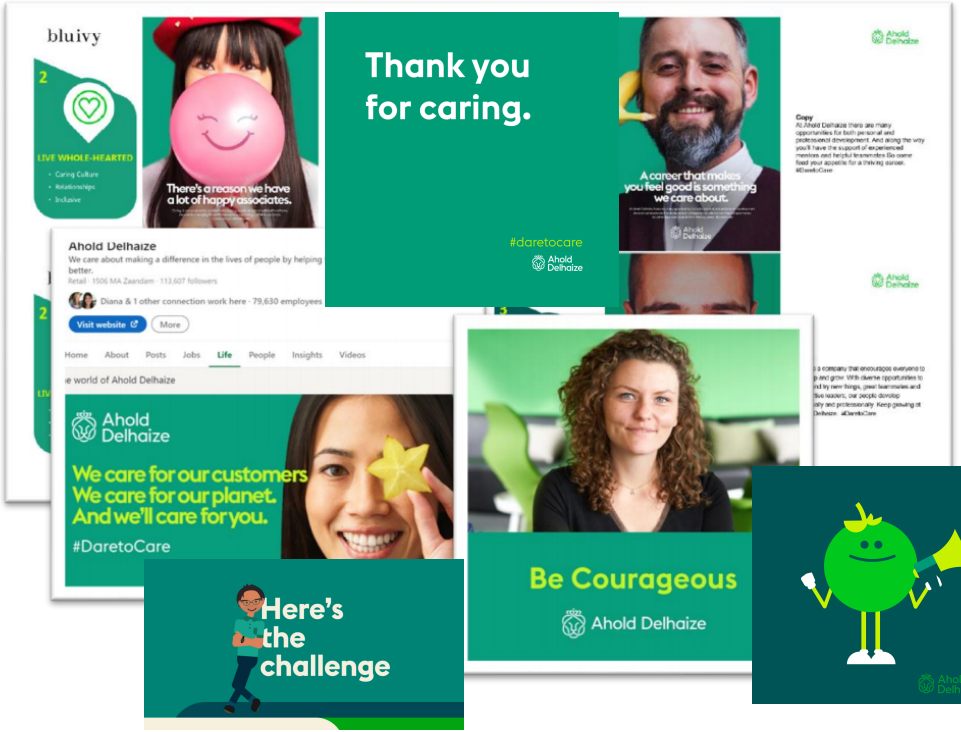
# Employer Brand Strategy

#Daretocare

## Our Work in Action

## Employer Brand Architecture




## EVP Activation

### Creative Assets

AD Brand Center/MS Tean

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

### Training

MS Team

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

### Templates & Best Practices

MS Team

- 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)