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## "Elior and so much more": the Elior Group is giving new impetus to its recruiting communication

The Elior Group, the third Contractual Restaurant and Associated Services provider in Europe has opted for the ORC agency to handle its new institutional recruiting campaign. With a new punch line and dynamic artwork underscoring the diversity of its professions, Elior is regenerating its communication to attract candidates and better address its recruiting needs.

With 6 000 jobs to be filled each year in France, the Elior Group is suffering from the poor image of the Contractual Restaurant and Associated Services market. Some profiles, such as chefs, chef-managers or sales managers, are difficult to recruit. The group would like to develop a stronger and more attractive image among its candidates. For Catarina Viana Garcia, Elior Employment and Recruiting Manager: *"This was the very purpose of this new campaign which highlights the diversity of the Group's professions through new visual material depicting our partners at work".* The base line also evolved: *«with Elior and so much more, our promise of responsible employer is even stronger »*, estimates Olivier Penard, Director Employment and Training of the Group. *"It addresses more the candidate by showing it that it's going to be able to evolve, take responsibilities within the Group. "*

This campaign was designed by the ORC Communication Corporate & Metiers, Agency and draws strongly on the Elior brand name and therefore the dimension of a Group whose development potential is unquestionable. *"It also endeavours to supply an optimistic message, a real promise for the future for candidates who are ready to invest themselves, in its game-like presentation"* specifies Fabrice Fournier, Managing director of ORC.

The campaign will be made available to the managers and employment people at Elior in France, as a communication kit containing various tools for designing advertisements and brochures, or representing Elior at trade fairs. And international version will also be made available to the European subsidiaries of the Group in the course of 2009.



Elior has been developing a human resources policy for several years, nourishing its ambition of: becoming the preferred employer in the sector. This project is based on six priorities shared by all the countries in which it operates. The priorities concern the developing of its attractiveness as European employer, the training and development of its partner skills, recognition of their contribution, development and dissemination of managerial culture and the development of social dialogue or activity accompaniment. In addition to these joint priorities, integration, the development of its staff and respect for them are at the heart of its concerns.

## **About ELIOR**

Elior was founded in 1991 and is the third Contractual Restaurant Services and Associated Services operator in Europe. The Group turnover in 2008 was €3.5 billion and it is one of the leaders for Institutional Restaurant Services and Facilities Management on the one hand, and Concession Restaurant Services and Retail Travel on the other. The company employs 67,500 people serving 2.9 million customers every day in 14,000 restaurants and outlets in 14 different countries. Elior offers its know-how to the world of enterprise, teaching, care and medical-social institutions and residences for elderly people, and in the world of travel (airports, stations, motorways) and leisure and culture (museums and exhibition parks). As a responsible company, Elior is a member of the United Nations World Pact since 2004. The Group is particularly attentive to the nutritional balance of its patrons, the impact of its activities and purchasing on the environment, and the integration and training of its partners. For more information, contact: [www.elior.com](http://www.elior.com)

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