



CREATING A NEW EMPLOYER BRAND:
HOW PAPIRFLY IS ENABLING US TO BUILD A
CONSISTENT FRAMEWORK

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ONE OF THE BIGGEST IN THE WORLD



- Ferrero is the 3rd largest group in the global chocolate confectionery market in the world

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WHY FERRERO ARE CREATING A NEW EMPLOYER BRAND

- Local & Global
- Digital
- Social
- Trust
- Transparency
- Authenticity
- Brand expectation and experience

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CONSISTENCY AND CONTROL



CONTEXT AND CUSTOMISATION

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NEXT COMES **CONTEXT** AND **CUSTOMISATION**

- Evolving from a one campaign global approach
- Focus on context and customisation
- Evolve Papirfly 'Employer Brand Portal to support agenda
- Candidate personalisation to deliver on their expectations

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FREEDOM AND FLEXIBILITY WITHIN A FRAMEWORK

Framework and tech

Creating flexibility, localisation and customisation

EVP research and employer
brand development

Building the framework and tools



Better candidate experience

Delivering cohesive, engaging and personalised
experiences

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KEY TAKE-AWAYS

- Think global, act local
- Harness technology, automate where possible
- Use tools to support your recruitment model
- Leverage solutions to guarantee consistency, free up resources
- Monitor, report and focus on continuous improvement
- Build an authentic story

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ROUND TABLE

1. Are you currently using technology to assist in the delivery and framework of your Employer Brand? If so, is it effective? If not, why not?
2. Are there any technologies you would like to use or implement to assist in the delivery of your employer brand?

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