

MARSTRATS CASE STUDY



Challenge

Panera Bread did not have an integrated employer brand for their three areas of HR support:

- ▶ Bakery-Cafes
- ▶ Support Center
- ▶ FDF/Supply Chain

There was no consistency in message – or graphic design. They wanted to develop an integrated message and creative concept to use across all recruitment efforts . Connie Risby led this initiative to develop recruitment branding/creative at J Walter Thompson.

Solution*Our Assignment*

- ▶ Develop an Overall Creative Concept to Support:
 - Bakery-Cafes
 - Support Center
 - FDF/Supply Chain

- ▶ Recruitment Needs for Each Segment:
 - Bakery-Cafes
 - General Manager, Assistant Manager, Shift Supervisor, Customer Service Associates
 - Support Center
 - Corporate Support (finance, accounting, marketing, etc.)
 - FDF/Supply Chain
 - Facilities Manager, Production Manager, Distribution Manager, Bakery Market Manager, Bakery-cafe Baker, drivers, production/facility employees

- ▶ Creative Needs Identified
 - Advertising
 - Small Space B/W Ads
 - Trade Ads
 - Website
 - Online advertising
 - Collateral
 - Bakery-cafe “Now Hiring” collateral
 - Employee Brochures (Support Center, FDF/ Supply Chain, Bakery-Cafe)

Due Diligence - Branding Survey

- ▶ Total Surveys: 151
 - District Managers
 - General Managers
 - Assistant Managers
 - Shift Supervisors
 - Associate Trainers
 - Associates

- ▶ Survey Findings...
 - Words that best describes Panera Bread as a place to work (top 10 answers):
 1. Friendly
 2. Warm
 3. Progressive
 4. Unique
 5. Committed
 6. Fun
 7. Established
 8. Visionary
 9. Businesslike
 10. Stable

- ▶ *What We Heard...*

Most appealing about Panera Bread?

Atmosphere, fresh product every day, friendly people, warm, flexible hours, breads, good reputation, location, fun place to work, quality of life, growth of company

Attributes of a successful hire:

Leader, friendly, dedication, motivated, food service experience, organization skills, integrity, positive attitude, energetic, multi-taskers, loyalty, hard working, good work ethics, supportive, good with people, fun, sense of pride/ownership, team player, punctual

Valued traits of co-workers:

Friendly, hard working, team player, honest, dependable, leadership, commitment, passion, dedication, fun loving, self-motivated, loyalty, willingness to learn, trust, work ethic, desire to succeed, courteous

Why Panera Bread for you?

Growth and reputation, quality of life, the hours, the atmosphere, it seems fun, great food and warm atmosphere, unique concept - it's original, no grease, the food

What would you tell a candidate today?

Great place to work - flexible hours, quality of life, limited workdays, great benefits, no late nights, fast-paced environment, fun place to work, friendly work environment, great opportunities for growth, a place you can be proud to work at

The “one thing” you want understood:

Fresh bread daily, outstanding quality of life, fun place to work, friendly, nice people to work with, quality products that are fresh everyday, employee friendly, employees are cared about, good place to work, excellent chance for advancement, fair, warm and friendly, committed, we strive for being the best.

Company “Spirit”:

Great pride in company, product and in working there; warm and friendly, fun, work hard in a team environment, visionary, growing, progressive, committed

► *What Panera Bread employees said ...*

- *“Great opportunities, quality of life, advancement possibilities.”*
- *“The people are great and friendly, you feel at home with them, like family.”*
- *“It’s the kind of place that you love to work at because once people find out that you work at Panera Bread, they can’t help but tell you how much they love our product.”*
- *“This is a great company to work for, the people are friendly.”*
- *“Quality of life for salaried managers.”*
- *“There’s nothing here that you won’t like.”*
- *“They care about people.”*
- *“It’s the best. It’s so fun that I guarantee you love it.”*
- *“It’s fast-paced fun work, with great co-workers and even better customers.”*
- *“Being able to be a part of an up and coming concept. Literally being there from the beginning.”*
- *“We take pride in what we do. Making everything to the best of our ability. Taking responsibility, sense of ownership.”*
- *“Warm, appealing atmosphere. Fun place to work.”*
- *“We know our dough.”*
- *“Fresh food, fun people.”*
- *“The fresh bread is our edge – we serve quality to our customers.”*

► Branding Postcard



Creative Concept

“Pride...”

The Panera experience is special – and so is the Panera culture. Fun. Friendly. Team-oriented. There’s an enthusiasm, an energy, an esprit de corps that’s contagious. In this campaign, we tap into that pride and invite the candidate to discover the excitement and sense of professional satisfaction that a career with Panera can bring.



“...Dedicated, people-focused individuals who want to work in a warm and friendly environment....”

... (and) join an ... organization where passion, pride and respect for each employee, product and customer offer incredible opportunities for you to ... feel a sense of achievement in the success of a market leader”

Bakery-Café Window Cling



IT'S MORE
THAN A
paycheck.



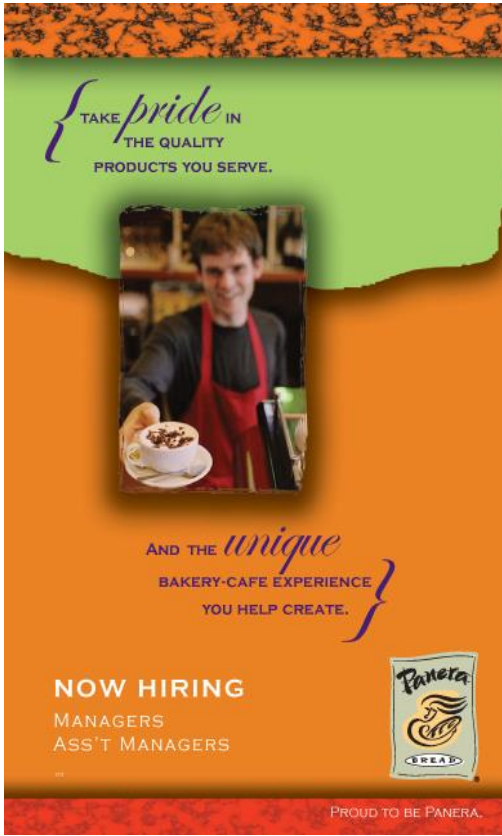
AT THE END
OF THE *day,*
IT'S FEELING GOOD
ABOUT WHAT
YOU DO.

NOW HIRING
MANAGERS
ASS'T MANAGERS




PROUD TO BE PANERA.

Bakery-Café Banner




{ TAKE *pride* IN
THE QUALITY
PRODUCTS YOU SERVE.



AND THE *unique*
BAKERY-CAFE EXPERIENCE
YOU HELP CREATE. }


NOW HIRING
MANAGERS
ASS'T MANAGERS



PROUD TO BE PANERA.

Bakery-Café Rack Card


A SCHEDULE THAT
LETS YOU
LEAVE *early.*



AN *atmosphere*
THAT MAKES YOU WANT
TO STAY LATE.

NOW HIRING
MANAGERS
ASS'T MANAGERS

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PROUD TO BE PANERA.

Front

ADVANCEMENT. FUN. REWARDS.
YOUR CAREER
NEVER HAD IT
SO GOOD.



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PROUD TO BE PANERA.

Back



MAKE MORE
THAN A
great
SANDWICH

HELP CREATE AN EXPERIENCE
THAT'S *fresh, warm
and inviting.*

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> Manager
> Ass't Manager

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ECE

PROUD TO BE PANERA.

Bakery-Cafe Small Space B/W Ad

Result

Integrated creative for all HR support areas:

- ▶ Bakery-Cafes
- ▶ Support Center
- ▶ FDF/Supply Chain