



CASE STUDY

Coca-Cola Europacific Partners 2021

Improving graduate
programme accessibility



TheTalentPeople



Overview

Coca-Cola Europacific Partners (CCEP) were looking to fill their two graduate programmes with eager young talent.

Their campaign to find candidates for both their Commercial and Customer Service and Supply Chain positions would focus on diversity as a priority, with a particular concentration on graduates from an ethnically diverse background. It was also important for CCEP that barriers around candidate eligibility and location were removed to expose them to the widest possible talent pool.

Candidate accessibility would be key to the campaign's success, allowing a diverse range of candidates from varying backgrounds to engage.





The campaign

- Inspiration
- Attraction
- Engagement
- Selection

Job description review and process set up

- Review amendments of job descriptions to encourage maximum candidate engagement and diversity.
- Custom application process built for candidates.
- Video interview platform set up, including mapping to CCEP strengths.

Targeted candidate communications

In-depth attraction campaign with flexibility around vacancy deadlines to ensure sufficient volume and quality. Including:

- Employer profile on GetMyFirstJob
- Managed targeted emails and flexible media

Virtual candidate interaction

Virtual insight event

A virtual insight event delivered in collaboration with CCEP prior to vacancy launch. Candidate engagement both before and after the event, in order to grow attendance and encourage applications.

Personalised candidate coaching and support

Personal candidate engagement project with targeted prospects. Focused specifically on diversity. Including identifying targeted candidates, the sending of personal emails, SMS comms, and personal calls.

Candidate queries and communication would be responded to and managed throughout the campaign to maintain their interest and keep potential applicants warm.

Taking from the key 'measure' element of MAGIC, regular client meetings would take place to ensure and agile reaction to campaign performance. An end of project report and evaluation meeting would help review the successes and identify any changes recommended for the next campaign.



The
campaign's
results

The variety of talent accessed throughout the campaign's funnel was a demonstration of the desired open accessibility being achieved. The end results of the campaign went on to show that this diversity and accessibility was maintained throughout and that the key objectives had been met, and even bettered in some places.

140%

Vacancy fill rate

All 10 vacancies were filled as a result of the campaign. Candidate quality was so high that an additional four hires were made.

60%

Female hires

50%

Ethnic minority hires

10%

Hires from less socially mobile groups

The diversity of candidate hires and the placement of those previously under-represented confirmed the success of the campaign against its objectives.

60%

Hires from non-STEM backgrounds for the Customer Service and Supply Chain role

STEM education requirements were removed for the graduate programmes in order to reduce candidate barriers to entry and improve accessibility to capable talent.

1 in 2.5

Candidate interviewees were placed into programmes

This was against a target of a 1 in 4 candidate interview to hire rate. This is a demonstration of high quality targeting and of engagement with best-fit candidates.

10%

Reneged rate

The campaign's renege rate was only 10%. A huge positive compared to the current 30%+ experienced by other employers in the early talent space. This demonstrates the appeal of the graduate programmes and the success in communicating them effectively during the campaign.



Candidates quotes

- 'Before I started the Graduate programme I had no idea what Supply Chain even was, but now that I am in the role I love what I do and couldn't picture myself in any other position.'
- 'The support from my manager and mentor has given me lots of insight and allowed me to develop my confidence in a role that I hadn't considered before my application.'
- 'The information shared by CCEP during the insight event and their belief I would do well in this role based on my strengths despite having no prior knowledge was also really encouraging when accepting the position.'



