

Sun InBev ^{Russia}

Employer Value Proposition

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Part of Anheuser-Busch InBev

Target Audience

Target Audience: Generation Y & Millennials

- People under 25 - half of the planets population
- The first generation to grow up surrounded by digital media
- Two “subsets” of the latest generation:
 - Generation “Y” is smaller and approximately 1979 – 1986 and are currently 24-31 years old
 - Millennials are 1987 – 2001 and are currently 9-23 years old

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Target Audience: Peculiarities

- They're sociable, optimistic, talented, well-educated, collaborative, open-minded, influential, and achievement-oriented
- They require specific techniques for recruiting, managing, motivating, and retaining
- If an organization emerges as winners in the battle for talent it has fingers on the pulse of this newest generation



TREND #1: Internet Dominated

- More time spent on the internet than with TV
- It is the new “telephone” for interacting socially with friends
- Instant messaging, social networks, e-mail dominate the way they communicate both with local friends and international contacts
- Changing the very nature of how social relationships are created, managed, and grown
- Also changing the way companies can learn about potential candidates and candidates learn about companies

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Google[™]
Россия

В КОНТАКТЕ

skype[™]

TREND #2: Democratization of Media

- “Democratized” media allow for faster viral spread of messages
- Young adults becoming less tolerant of marketing messages, looking for the “real” story
- Be REMARKABLE:
 - Be noticed especially as being uncommon or extraordinary
 - “Remark” on it therefore making it viral
 - The power of ‘word of mouth’ is unstoppable
- Need to be relevant with young adults where they shop, work and play

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You Tube
Broadcast Yourself™

TREND #3: Demand Experiences

- It's about me
 - Entering an age of "participation" where it's a two way street between companies
 - What "experience" will you give me? If its good or bad you can be sure all my friends will know about it – EVERYWHERE
- Companies trying to attract and retain young adults would be wise to watch how brand marketers try to deal with these emerging changes



Building Employer Brand



ABInBev



One culture for all AB InBev people

10 Principles

Dream

1. Our shared dream energizes everyone to work in the same direction: to be the best beer company in a better world.

People

2. Great people, allowed to grow at the pace of their talent and compensated accordingly, are the most valuable assets of our company.
3. We must select people who, with the right development, challenges and encouragement, can be better than ourselves. We will be judged by the quality of our teams.

Culture

4. We are never completely satisfied with our results, which are the fuel of our company. Focus and zero-complacency guarantee lasting competitive advantage.
5. The consumer is the Boss. We connect with our consumers through meaningful brand experiences, balancing heritage and innovation, and always in a responsible way.
6. We are a company of owners. Owners take results personally.
7. We believe common sense and simplicity are usually better guidelines than unnecessary sophistication and complexity.
8. We manage our costs tightly, to free up resources that will support top-line growth.
9. Leadership by personal example is the best guide to our culture. We do what we say.
10. We don't take shortcuts. Integrity, hard work, quality and consistency are keys to building our company.

Consistent and Enduring

Simple, but Challenging

- Consumer-centric
- Think and act like owners
- Disciplined execution
- Hard work and results
- No shortcuts
- Focus and zero-complacency guarantee lasting competitive advantage

EVP: Message for Target Audience



Generation Y:

- Excellence and constant improvement
- Meritocracy
- Informality
- Ownership
- Leadership

Generation Millenials:

- Cross functional career
- Community of leaders
- Informality
- Ownership
- Pay for performance

EVP: Image of the Campaign

Dream: To become the Best Beer Company in a Better World



People strategy: To Hire & Develop the Best People



Employer brand idea : The Best Company for the Best Talent



EVP Visual Conception

Logo of the Company + Image of the Campaign + Changing Slogan

The Exposure for the Winner

The Team for the Champions

The Future for the Leaders

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The Campus Champs Program



- Hands-on involvement of ABI Senior Management in relationships with top target universities through recruitment and other initiatives
- Involvement of a wide range of ABI employees in campus activities, including recruitment drives, meeting with faculty, students and student organizations
- Exploration of opportunities that strengthen relationship beyond recruitment, such as sponsoring and/or participating in case competitions and team teaching classes

Campus Champ Program



- **Recruitment Events:** Information Sessions, Recruiter's Panels, Industry Expert Speaking Engagements



- **Academic Events:** Participating in classroom lectures on topics of expertise (e.g. CMO speaks to Marketing students at Kellogg), team teaching courses at universities, case competitions, consulting projects
- **Networking:** Build and maintain personal relationships with key faculty, foster relationships with high potential talent to encourage them to join ABI



Internal case competition on leadership

- Identification of Hi Po employees
- Declaring company demand for leadership qualities development
- Branding company as an Employer of Choice

Internet Project for graduates

- Attraction and pre-selection of best graduates
- Branding company as an Employer of Choice for graduates



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Part of Anheuser-Busch InBev

The Team for the Champions *

Sun InBev Russia (российское подразделение мирового концерна Anheuser-Busch InBev) – это отличное место работы для энергичных, талантливых и преданных делу людей.

Мы – часть крупнейшей пивоваренной компании мира. Мы стремимся стать лидером в своем сегменте рынка в России, привлекая к сотрудничеству действительно талантливых людей, которые вносят заметный вклад в бизнес. Мы ставим перед сотрудниками цели, требующие максимальной самоотдачи, и даем возможности для беспрецедентно быстрого карьерного роста тем, кто добивается наилучших результатов.

Профессионализм людей и правильная подготовка - залог успеха компании. Единая система корпоративного обучения направлена на развитие навыков и совершенствование профессиональных качеств. Лучшие сотрудники сменяют руководителей следующего управленческого уровня. Компания поощряет инициативность, развитие потенциала и межфункциональные перемещения.

Сотрудник берет на себя ответственность за собственную карьеру, а мы помогаем ему достичь поставленных целей. В Sun InBev Russia, сообществе лидеров, индивидуальность каждого создает исключительно эффективную команду. Каждый человек может влиять на результат и процессы.

Более подробную информацию о компании Вы можете найти на сайте www.suninbev.ru

* Лучшая команда для настоящих чемпионов.



Приглашаем всех сотрудников Sun InBev принять участие в конкурсе!

Проверьте себя в решении сложных управленческих ситуаций с использованием инновационных подходов!

Потренируйтесь в решении бизнес-кейса от Harvard Business Review – Россия.

Авторы лучших работ будут награждены годовой подпиской на журнал Harvard Business Review — Россия.

Решения принимаются с 1 апреля 2010 г. по 15 мая 2010 г. (включительно).

Окончательные итоги будут подведены до 31 мая 2010 г. и опубликованы на www.hbr-r.ru.

Вся информация о конкурсе на <http://www.hbr-russia.ru/suninbev>

Campus Ambassadors Program

- Campus Ambassador Program (key influences to hand pick referrals)
- Choosing Key Groups to align with on Campus (AIESEC, SIFE, Charity Fund of Vladimir Potanin)
- Building relationships with Key Professors & Career Centers
- Technology solutions including:
 - Team site, referral website that links Campus
 - Ambassador referrals to the application
- Campus Ambassador Program drives results with a proven management team and structure



Your Referrals

Use this page to refer students you think will be a great fit for the ABInBev Global Management Trainee Program. All referrals will be tracked and you will be rewarded if any are hired as a 2010 GMTI. Once referred, your candidates will be sent an email reminding them to apply to www.ab-inbev.com/owm/yourfuture. It is your responsibility to ensure that all referrals apply to the GMT program; a candidate's application must be completed online if he or she is to be considered for the 2010 GMT program.

Your personal target is 25 referrals, you are currently at 18 (72.0%)

Referrals without profiles 14

Referrals with profiles 4

Number of candidates being invited to an interview 0

Name	Email	Status
De Crayencour, Emery	emery.decrayencour@edu.vlerick.com	Check back soon
D'hulster, Cedric	cedric.dhulster@edu.vlerick.com	In screening
Jaspaert, Leonie	leonie.jaspaert@edu.vlerick.com	Check back soon
Merckx, Steven	steven.merckx@edu.vlerick.com	Check back soon
Rommel, Thibault	thibault.rommel@edu.vlerick.com	Applied

Refer a friend

First name:

Last name:

Email Address:

Campus:

Recommend to Campus Champion:

Why would this candidate be a good fit (sent to Campus Champion):

EVP: Internet Promotion

Country web sites (www.suninbev.ru and www.suninterbrew.ua):

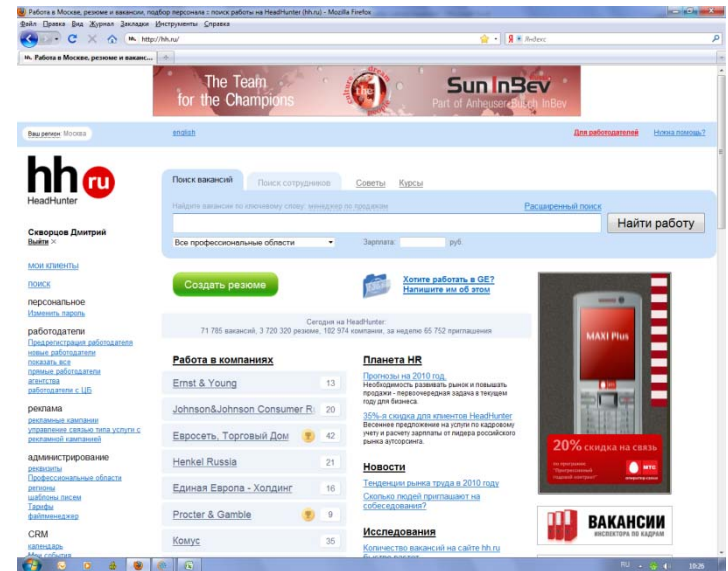
- Flagman of the Internet promotion campaign
- Bright, useful and regularly updated
- Aligned with global

Job and students web sites:

- Banners with internal links
- Banners with link to country web sites

Social networks:

- Banners with links to corporate web site
- Communities



Sun InBev Russia



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[Социальная ответственность](#)

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Преимущества работы в Сан ИнБев Россия

Сан ИнБев стремится быть лучшим работодателем. Мы постоянно совершенствуемся. Уже сейчас Сан ИнБев – это отличное место работы для энергичных, талантливых и преданных делу людей.

В компании интересно работать и достигать общих целей. Атмосфера здесь способствует тому, что каждый сотрудник проявляет инициативу и максимально реализует потенциал. Каждый день мы узнаем что-то новое, делимся впечатлениями и знаниями с коллегами по всему миру. Так мы обогащаем профессиональный опыт и находим лучшие решения для потребителей нашей продукции.

В повседневной работе мы руководствуемся десятью принципами. Они отражают корпоративную философию и культуру - то, как мы относимся к делу и чего стремимся достичь.

[Вакансии](#)

[Молодым специалистам, выпускникам и студентам](#)

Преимущества работы в Сан ИнБев Россия

[Рост и возможности](#)

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Inbox - Micro...

3 Windows ...

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start

Преимущест...

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Internet



11:45 AM

EVP: Mass Media

Best Employers guides - 4 per year

- Company presentation
- GMTP and Internships presentations
- Roundtables
- Experts opinions

Newspapers – Vedomosti, Moscow Times, local press, Akcia, Elitny Personnel, other

- Interest provoking news
(Ex. “Replenishment in AB InBev Collections of Awards”)
- Articles about AB InBev people practices
- Company presentations as Employer of choice
- Job posting



Why

Employer Value Propositions

People make the difference

Being the Best means having the best people. Talented people who are engaged and thriving in our culture represent our most important, and indeed only sustainable competitive advantage.

Thank you