

## **The Brakes Group – Graduates**

The Brakes Group is a distribution company – supplying food, drink and other products mainly to the catering industry in the UK, Ireland, France and Sweden. Brakes provide delivered wholesale and contract logistical services.

They are a leading supplier to the foodservice sector, with over 10,000 employees in more than 80 locations.

## The Challenge

Brakes approached Cohesion in 2014, to support them in what was seen as a significant recruitment project that should have measurable impact on future leadership within the team. Because of this, recruitment strategies to reach and attract the right audience were vital to the success of the campaign.

## The Solution

Cohesion implemented a multi-stream attraction strategy. This strategy consisted of strategic partnerships, and a detailed on and offline media strategy.

Candidate engagement was of the utmost importance. This ensured that both applicants and the team at Brakes received an excellent recruitment experience throughout the implementation of a robust and streamlined process.

## Results

- Cohesion were able to increase attendance at Graduate assessment centres by 43%;
- The strategies in place helped Cohesion to reach out to and engage with the right candidates. This resulted in 100% of the roles being filled;
- The quality of candidates increased for each stage in the process – more candidates were able to progress than ever before;
- Candidate feedback was gathered from each stage of the process. This led to recommendations being made for continuous improvement.

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