

**CAMPARI  
GROUP**

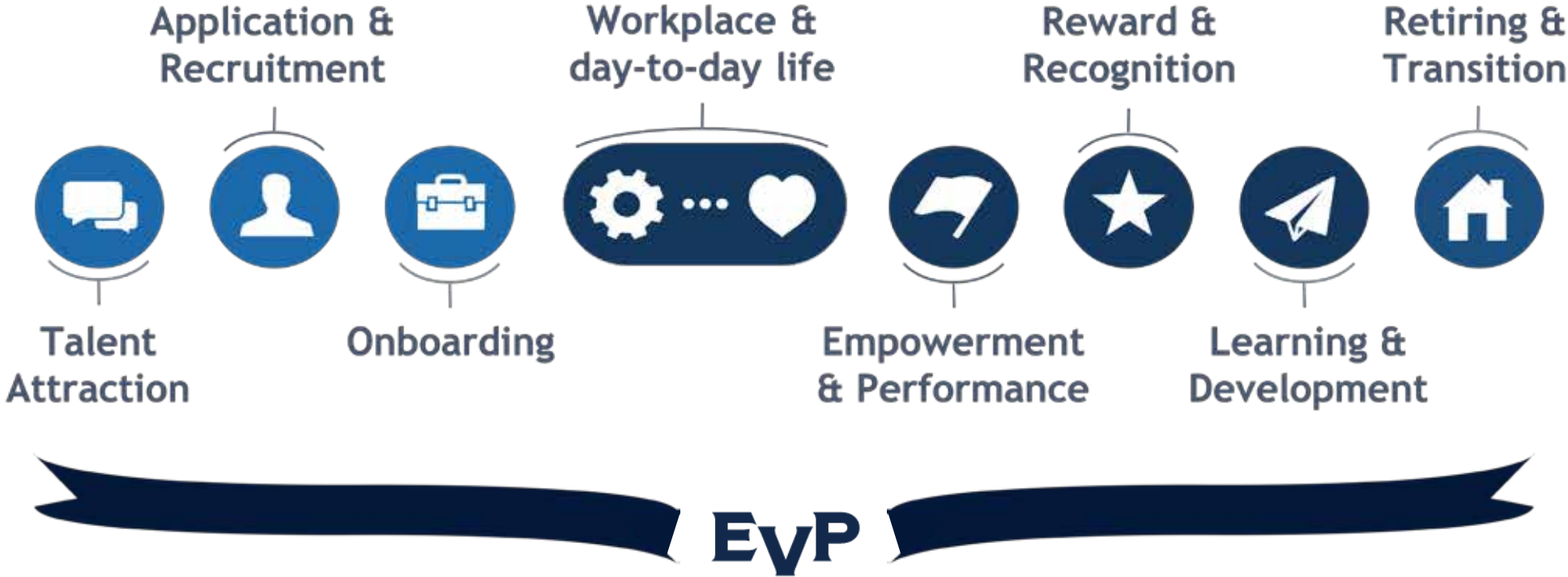
**CAMPARISTA EXPERIENCE**  
A NEW PARADIGM

**TOASTING LIFE TOGETHER**

# OUR EMPLOYER BRAND: THE CAMPARISTA EXPERIENCE

In the context of the definition and distillation of what is the Experience we offer to Camparistas, we **developed a consistent framework to embed all current and future Journeys** respecting the Corporate Brand Identity and positioning all content in a compelling way.

## THE CAMPARISTA EXPERIENCE



## **EVP COCKTAIL**

The **core proposition of our Employer Promise** is presented as well as the **4 Active Ingredients of our proposition towards Camparistas**.

The Core Proposition describes Campari Group as an employer.

The Active Ingredients provide the taste of the Camparista Experience.

Core Proposition:

## **THE SIGNATURE MIX**

*The Employer Promise*

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Active Ingredients:

**Seizing Opportunities**

**Inspiring Ownership**

**Growing Everyday**

**Achieving Together**

*The Camparista Experience*

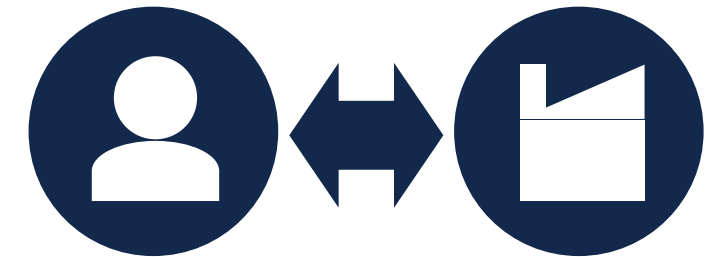
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## A NEW PARADIGM

From **EMPLOYEE ENGAGEMENT**:

Focuses on the **work environment and its 2 ways-interactions** with the Employee: the better the interactions, the higher the **engagement level**

**Employer centric. From the Organization's perspective.**



To **EMPLOYEE EXPERIENCE**:

**A whole-person approach** to people at work, in which:

- 1 Interactions (**touchpoints**) are designed around their needs
- 2 Acknowledgement, recognition and service of people's **moments that matter** (both professional and personal)

**People centric. From the Employee's perspective.**

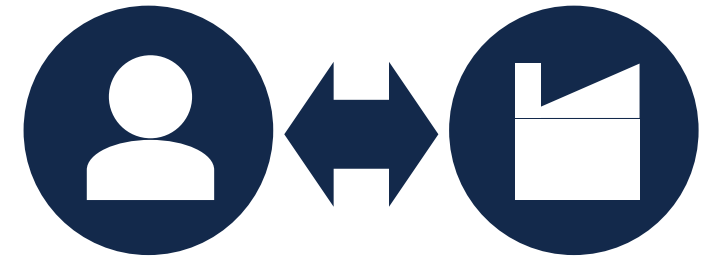


## A NEW PARADIGM

From **EMPLOYEE ENGAGEMENT:**

*“Here’s what we’ve decided to do, how happy are you with these decisions?”*

Once every 1-2 years.



To **EMPLOYEE EXPERIENCE:**

*“How can we enable you to do your best work & connect you with your purpose?”*

Continuous feedback.

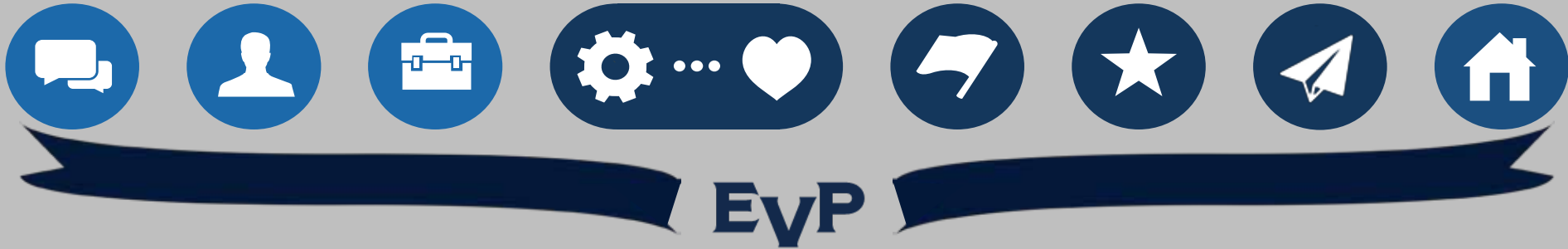


# FROM HR PROCESSES TO PEOPLE EXPERIENCES

## HR PROCESSES

1.0	2.0	3.0	4.0	5.0	6.0	7.0	8.0	9.0	10.0	11.0	12.0	13.0	14.0
Employer Branding & Engagement	Recruiting	Organization Development	Workforce Planning & Management	Performance Management	Talent Management	Learning	Industrial Relations	Reward	International Mobility	Payroll	Time & T&E management	Other Admin	HR Information Systems

## CAMPARISTA EXPERIENCE



## MOMENTS THAT MATTER

