

Category: Recruitment
Client: Tragus
Campaign: GET INTO FOOD IN A BIG WAY

Objective

Tragus is one of the UK's largest independent restaurant groups. Trouble is, not many people know that. They know their brands - chains such as Cafe Rouge, Bella Italia and Strada - but not Tragus itself.

Our brief was to raise awareness of Tragus as an 'employer brand-behind-the-brands', so that prospects would recognise the benefits of being part of a larger group. We had to build up Tragus, but not at the expense of its brands.

Execution

Our message was simple: Tragus is BIG and BIG is beautiful. So we constructed a rallying cry - 'Get Into Food In A Big Way' - and applied it across all our communications.

We built a bespoke careers website with lots of white space, minimal copy and flash animation that brings big Tragus facts to life. We made a cost-effective four-minute film and embedded it into the site, then created links to new Café Rouge, Bella Italia and Strada careers sites. These kept their own brand identities while the tone and content remained consistent with Tragus. Our press work (which drives traffic to the site) and our internal communications (which highlight the policy of promoting from within) reinforce the BIG message.

Success

Traguscareers.co.uk replaced the old careers site in January 2010. Stats show that visits increased 14.95% between Q1 2009 and Q1 2010, and page views increased 18.49%. Tragus hires from staffing agencies dropped from 14% to 5% as response to the press web drivers, website and internal comms pieces rose.

"Working with WDAD is a breath of fresh air. All our recruitment materials were old and dated until WDAD re-branded us BIG time! Now we're living and breathing the BIG idea, not just online but in the press, across our internal comms and even out there in the brave new world of social networking." Claire Clarke, Head of Recruitment & Policy, Tragus

Please visit www.traguscareers.co.uk
to see the site in action.

GET INTO
FOOD
IN A
BIG
WAY
TRAGUS

Team Member & Management Opportunities
Tragus is into food in a big way. Big brands. Big plans. Big opportunities. We own almost 800 restaurants and brasseries across England, Scotland and Wales and love employing people who think big - industry experienced or not. There's lots of scope to progress within one brand, or across brands, or at our support office in London. One of the UK's largest independent restaurant groups, Tragus doesn't do things by halves and neither do you. So get into Tragus in a big way. Find out more at www.traguscareers.co.uk and quote ref. 'at home' when you apply.

BELLA ITALIA
STRADA CAFE ROUGE
GET INTO FOOD IN A BIG WAY TRAGUS

Tragus Careers | Careers with Tragus
<http://www.traguscareers.co.uk/index.cfm>

Find us on Facebook www.tragusgroup.com

CAFE ROUGE BELLA ITALIA STRADA BELGODD Amalfi

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME
WORKING FOR TRAGUS
TRAINING & BENEFITS
THE BIG FILM

Join us
Select A Location
Select A Role
Keyword
Within 20 miles of
UK postcode

You are not logged in
Jobseeker Login
Email
Password
Login
Forgot Password | Register

Job Alerts
Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting. Register here

How's your English?
Please be aware of Mystery Diner Scheme offering jobs and training in exchange for a membership fee. Tragus does not endorse these schemes.

Tragus is into food in a big way. We own over 280 of the UK's most vibrant restaurants and brasseries. We're big on training, big on rewards and big on giving you the scope to develop your career with one of the UK's largest independent restaurant groups.

Tragus Careers | Careers with Tragus

http://www.traguscareers.co.uk/index.cfm

Find us on Facebook www.tragusgroup.com

CAFE ROUGE BELLA ITALIA STRADA BELGO... Amalfi

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME WORKING FOR TRAGUS TRAINING & BENEFITS THE BIG FILM

Join us

Select A Location

Select A Role

Keyword...

Within 20 miles of...

UK postcode...

Search

You are not logged in

Jobseeker Login

Email:

Password:

Login

Forgotten Password | Register

Job Alerts

Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting! Register here

How's your English?

Please be aware of Mystery Diner Scams offering jobs and training in exchange for a membership fee. Tragus does not endorse these schemes.

20 MILLION MEALS

Tragus is into food in a big way. We own over 280 of the UK's most vibrant restaurants and brasseries. We're big on training, big on rewards and big on giving you the scope to develop your career with one of the UK's largest independent restaurant groups.

Tragus Careers | Careers with Tragus

http://www.traguscareers.co.uk/index.cfm

Find us on Facebook www.tragusgroup.com

CAFE ROUGE BELLA ITALIA STRADA BELGO... Amalfi

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME WORKING FOR TRAGUS TRAINING & BENEFITS THE BIG FILM

Join us

Select A Location

Select A Role

Keyword...

Within 20 miles of...

UK postcode...

Search

You are not logged in

Jobseeker Login

Email:

Password:

Login

Forgotten Password | Register

Job Alerts

Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting! Register here

How's your English?

Please be aware of Mystery Diner Scams offering jobs and training in exchange for a membership fee. Tragus does not endorse these schemes.

£1,000

Tragus is into food in a big way. We own over 280 of the UK's most vibrant restaurants and brasseries. We're big on training, big on rewards and big on giving you the scope to develop your career with one of the UK's largest independent restaurant groups.

Tragus Careers | Careers with Tragus

http://www.traguscareers.co.uk/index.cfm

Find us on Facebook www.tragusgroup.com

CAFE ROUGE BELLA ITALIA STRADA BELGO... Amalfi

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME WORKING FOR TRAGUS TRAINING & BENEFITS THE BIG FILM

Join us

Select A Location

Select A Role

Keyword...

Within 20 miles of...

UK postcode...

Search

You are not logged in

Jobseeker Login

Email:

Password:

Login

Forgotten Password | Register

Job Alerts

Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting! Register here

How's your English?

Please be aware of Mystery Diner Scams offering jobs and training in exchange for a membership fee. Tragus does not endorse these schemes.

BIG ON JOBS

Our values, like our restaurants, is exciting and successful. It's shared by people who love big. Don't you become one of them? To find out more about working for Tragus, click on the links below on the right hand side.

Restaurant Careers

Business Central Careers

The Way we Work

Tragus Careers | Careers with Tragus

http://www.traguscareers.co.uk/index.cfm

Find us on Facebook www.tragusgroup.com

CAFE ROUGE BELLA ITALIA STRADA BELGO... Amalfi

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME WORKING FOR TRAGUS TRAINING & BENEFITS THE BIG FILM

Join us

Select A Location

Select A Role

Keyword...

Within 20 miles of...

UK postcode...

Search

You are not logged in

Jobseeker Login

Email:

Password:

Login

Forgotten Password | Register

Job Alerts

Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting! Register here

How's your English?

Please be aware of Mystery Diner Scams offering jobs and training in exchange for a membership fee. Tragus does not endorse these schemes.

20 MILLION MEALS

Tragus is into food in a big way. We own over 280 of the UK's most vibrant restaurants and brasseries. We're big on training, big on rewards and big on giving you the scope to develop your career with one of the UK's largest independent restaurant groups.

Tragus Careers | Careers with Tragus

http://www.traguscareers.co.uk/index.cfm

Find us on Facebook www.tragusgroup.com

CAFE ROUGE BELLA ITALIA STRADA BELGO... Amalfi

Big Brands. Big plans. Big opportunities. Where in Tragus would you like to work? Click on a brand.

HOME WORKING FOR TRAGUS TRAINING & BENEFITS THE BIG FILM

Join us

Select A Location

Select A Role

Keyword...

Within 20 miles of...

UK postcode...

Search

You are not logged in

Jobseeker Login

Email:

Password:

Login

Forgotten Password | Register

Job Alerts

Register with us and take advantage of our job alerts system. Let us notify you by email when your ideal job becomes available for hassle-free job hunting! Register here

How's your English?

Please be aware of Mystery Diner Scams offering jobs and training in exchange for a membership fee. Tragus does not endorse these schemes.

GET INTO FOOD IN A BIG WAY TRAGUS

BIG ON TRAINING

Management Opportunities

Tragus is into food in a big way. Big brands. Big plans. Big opportunities. We're big on training too. Since last summer we've trained up and promoted 35 Head Chefs/Kitchen Managers, 103 Assistant Managers, 41 Restaurant Managers, 3 Senior Restaurant Managers and 2 Area Managers, all from within the business. They're doing well and so are we - we now have almost 300 restaurants and brasseries for you to develop your career in. So get into Tragus in a big way. Find out more and apply at www.traguscareers.co.uk

STRADA BELLA ITALIA CAFE ROUGE

GET INTO FOOD IN A BIG WAY TRAGUS

BIG ON PROMOTING YOU

Since June 2009 we've appointed **35** Head Chefs/Kitchen Managers, **103** Assistant Managers, **41** Restaurant Managers, **3** Senior Restaurant Managers and **2** Area Managers, all from within the business.

Why did we choose them? Partly because they give **110%** and pass on their passion for food and service to customers and staff. And partly because they're very ambitious. Everything they do is about bettering their game. If you're like them, you should be making your move into management too. Your first step is to talk to your boss. Get to know the process. Start planning your development, week by week. Get feedback on your performance and work on it. Before you know it, you could be in the frame. For more information, speak to your line manager or a member of the recruitment team.

GET INTO FOOD IN A BIG WAY TRAGUS