



CASE STUDY

Amundi

- Europe's leading asset manager with more than €1,000 billion under management
 - Subsidiary of Credit Agricole, one of the main banks in France and Europe
 - Floated on the Paris Euronext market in November 2015
 - 3,000 employees around the world
 - 1,000 institutional clients, 1,000 distributors and hundreds of millions of retail investors in 30 countries, mainly in Europe and Asia



THE CHALLENGE

Created in 2010 by the merger of Crédit Agricole Asset Management and Société Générale Asset Management, Amundi is a young brand competing in a marketplace where large, long-established institutional names carry a great deal of weight. While the company had awareness in the technical financial community, they struggled to source roles in cross-functional parts of the business.

Strategically, Amundi wanted to 'build' their own talent, not just 'buy' it. As a result, they looked to hire new graduates into a strong training culture, with more than 300 internships and apprentices contracts offered every year.

However, the messages that were relevant to young talent were often different from those aimed at other hiring segments, which were required to target a more mature, finance-focused talent pool.



THE SOLUTION

To expand their reach and educate the market on financial topics, Amundi developed a content strategy around financial and economic analysis, and providing the keys to a better understanding of the current financial environment. By posting regular company updates, press articles and educational materials, their content positioned them as thought-leaders in finance while also engaging the non-financial segment.

To expand relevancy, Amundi created four LinkedIn Career Pages: two in English and two in French. These pages were then further segmented, with one in each language targeted at a younger demographic. “LinkedIn is the only social network where you can target people in specific countries and demographics, so for us it is a huge advantage, because we can share much more qualified information than on other social networks”

says Sarah Lauprete, from the Digital Communication department. With different pages, Amundi could cater both to future graduates and the more senior finance talent.

This proved to be a powerful example of employer brand and consumer brand alignment, to the simultaneous benefit of both.

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Sarah Lauprête, Digital Communications Manager



29%
rise in job clicks

56%
increase in page views

THE RESULTS

Amundi has experienced great success with their LinkedIn Career Pages. Page views have risen by 56% and the number of job clicks has grown by 29%.

Looking beyond the figures, the organisation has successfully increased both its reach and relevancy. These initiatives have enabled Amundi to:

- position their consumer and employer brands more effectively
- hire more non-finance cross-functional talent that wouldn't previously have considered Amundi, and
- attract the next generation of graduates into the company.