

Press release

Eiffage unveils the third phase of its #FamilySpirit employer brand campaign and extends it to Europe

To illustrate its strong local presence in Europe, Eiffage is unveiling a new component in its #FamilySpirit employer brand campaign with the introduction of a new visual featuring employees from Smulders, Eiffage's Belgian subsidiary specialised in offshore wind power.

The campaign, launched in November 2023 to address the Group's recruitment and retention needs, incorporates new positioning, a standout creative concept, seven pillars and a business case. The Group drew inspiration from those family photos taken at important moments in our lives in creating team photos at several projects, facilities and sites to illustrate the diversity of backgrounds, careers and roles at Eiffage. A key element in the concept is the use of a red backdrop on these visuals, which plays an important part in symbolising the Group's unique character and the Eiffage brand universe.

This third phase is similarly built around a team photo taken on the production site for transition pieces destined for the future Dogger Bank Wind Farm in the North Sea. This is an opportunity for Eiffage to highlight the "Evolution" pillar of its #FamilySpirit employer brand, showcasing the stimulating and diverse career paths the Group offers through its numerous business lines and permanent installations.

The #FamilySpirit campaign is the fruit of a collaborative effort with the aim of highlighting what epitomises the Group and makes it unique, encouraging candidates to choose and join Eiffage for what it is. As part of this approach, an audit was carried out with a panel of employees representing every Group business line, with a remit to define the uniqueness of the Eiffage employee experience. A comprehensive analysis of the audit revealed a strong feeling of belonging to a group animated by a unique family spirit.

To illustrate this state of mind, Eiffage centred its employer brand campaign around the seven pillars that emerged from the design phase: a caring working environment based on lived and shared values; stimulating and diverse career paths; an entrepreneurial culture with a focus on autonomy and responsibility; a tangible contribution to environmental and energy transition; a diverse range of backgrounds; the opportunity to own shares in the business; and the compactness of the Eiffage Group, which makes it a large group with a human perspective.

About Eiffage

Eiffage is one of Europe's leading construction and concessions companies. The Group's activities are organised around the following business lines: construction, real estate and urban development, civil engineering, metal, roads, energy and concessions. Thanks to the experience of more than 78,200 employees, Eiffage generated revenue of €21.8 billion in 2023, of which 30% was outside France.

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