

Paris, February 23, 2017

Communication The Elior Group #TimeSavored activity report rewarded at the TOP/COM 2017

After two international nominations and a European Excellence Award 2016 in Berlin, the Elior Group #TimeSavored activity report received in Paris a TOP/COM 2017, in the category “Annual report for a listed company”. Awarded by a jury of professionals in marketing, communication, human resources, and by experts, these annual awards are given to the best communications projects.

The Elior Group 2014-2015 #TimeSavored Activity Report was designed in collaboration with the Content Design Lab agency and the Elior Group communications, investor relations and legal teams.

For this activity report, Elior Group adopted an innovative approach by launching it on the Instagram social network. Carte blanche was given to web influencers: six French and foreign Instagramers who shared through pictures and hashtags their guest experience in Group restaurants worldwide: the Deli&Cia at the Barcelona airport, the Ford's Filling Station at the Los Angeles airport, the cantine of Jean Mermoz hospital in Lyon, the Food Experience at the International University of Languages and Media in Milan, the Market Place at the Kingstom Campus in London, and the Verde at the Perez Art Museum in Miami. The Group has thus been able to take advantage of the influence and the audience of these Instagramers, in order to promote its catering business and launch its annual report in an innovative way.

Group Vice-President Communications Frédéric Fougerat stated: “*This award is an acknowledgement of Elior Group's digital strategy, initiated by Philippe Salle. Launching an activity report on Instagram is not just a gimmicky marketing trick. In an increasingly digital world where consumers are relying more and more on smartphone notifications for access to information, Instagram has become a fully-fledged social media marketing tool. Going digital offers new ways for us to present the Group, communicate information and enhance our brand image.*”

[Download the Activity Report in PDF](#)

[Discover Elior Group as seen by 6 instagrammers](#)

[Discover the Activity Report's website](#)

About Elior Group

Founded in 1991, Elior Group has grown into one of the world's leading operators in the catering and support services industry, and is now a benchmark player in the business & industry, education, healthcare, and travel markets. Now operating in 15 countries, the Group generated €5,896 million in revenue through 23,000 restaurants and points of sale in FY 2015-2016. Our 120,000 employees serve 4.4 million customers on a daily basis, taking genuine care of each and every one by providing personalized catering and service solutions to ensure an innovative customer experience. We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004. The professional excellence of our teams, as well as their unwavering commitment to quality and innovation and to providing best in-class service is embodied in our corporate motto: “Time savored”.

For further information please visit our website: <http://www.eliorgroup.com> or follow us on Twitter: [@Elior_Group](https://twitter.com/Elior_Group)

Press contacts

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