

Paris, December 12, 2016

Communication Elior Group rewarded at the European Excellence Awards 2016

Elior Group has just received, in Berlin, a European Excellence Awards for best Annual & CSR Report. Awarded by an international jury, this annual prize is given to the best communications projects in Europe.

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.

By choosing Instagram for its 2014-2015 Activity Report, Elior Group adopted an innovative approach on the form: the Activity Report opens with an overview of feedback given by six web influencers in the form of photos and hashtags on the #TimeSavored customer experience, in five countries (France, Italy, Spain, UK, USA).

Group Vice-President Communications, Frédéric Fougerat stated, *“This award given to Elior Group is an acknowledgement of the Group’s digital strategy. 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](#)

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