



# Global Randstad Award 2015

The Randstad Award is presented each year to the most attractive employer in various countries around the globe. Next to the award in 23 countries, Randstad will also announce a global winner: the most attractive employer worldwide. The winner will be revealed at the international event on April 23 in Brussels.

## Top 10 Global Randstad Award

1. Microsoft	67.8%
2. Sony	61.8%
3. Samsung	60.8%
4. General Electric	59.3%
5. Philips	57.7%
6. HP	57.7%
7. Siemens	57.6%
8. IBM	57.1%
9. Coca-Cola	56.4%
10. Tata Consultancy Services	56.2%

## What is the Randstad Award?

The Randstad Award is the culmination of the largest independent employer branding research conducted worldwide, capturing the views of over 225,000 people. In an online survey respondents select companies that they know from a random list. This list includes the largest companies based on number of employees. Next, they indicate whether they would like to work for these companies. This determines the winner of the Randstad Award: the company that scores highest is perceived as the most attractive one to work for.

## Global Randstad Award criteria

Next to a winner in 23 countries there is also a global winner. The winner of the Global Randstad Award is elected from a list of top 50 largest global companies based on a set of objective criteria:

- largest number of employees
- corporate (no public organizations)
- operating in at least 25 countries
- same company name in all countries
- at least 30% of employees works outside the base country

The winner is the global company with the highest relative attractiveness across 22 countries (Luxembourg is excluded), determined by the question: "Would you like to work for this company?".

To balance the impact of the different countries and reflect the actual economic reality a weighting on GDP (gross domestic product) is applied after consolidating the data.



### In 23 countries

With 23 countries participating and 5,711 companies surveyed, the Randstad Award covers 75% of the global economy. This makes the Randstad Award survey the largest employer branding research in the world.

Australia  
Argentina  
Belgium  
Canada  
China  
France

Germany  
Hong Kong  
Hungary  
India  
Italy  
Japan

Luxembourg  
Netherlands  
New Zealand  
Poland  
Russia  
Singapore

Spain  
Switzerland  
Sweden  
UK  
USA

### What makes this Award so unique?

To ensure the Award's **independence** and **objectivity** companies cannot apply or pay to take part in the survey. The survey also makes use of almost three times as many respondents as most local employer branding surveys.

Furthermore the global Randstad Award is the only prize representing **'the people's choice'**. And, to eliminate the advantage well-known organizations could have over lesser known ones, Randstad uses **relative attractiveness** as the decisive metric for the Award. This is the relative score of respondents who know the company and would like to work for it.

Finally, the Randstad survey not only measures overall attractiveness, but also positions the companies on criteria that define the attractiveness of an employer. This information can be used to **improve** a company's attractiveness.

### Detailed information per company

The Randstad Award provides in-depth insights into the perceptions and drivers of choice of potential employees. Why do people prefer one company, or a specific industry sector, over another? What motivates them to stay with an employer or to start looking for new challenges?

Next to overall results, Randstad provides a detailed report per company with information about your company compared to others in your industry and the other 49 global companies.

### Study background and key facts

- The research is compiled by ICMA Group, an independent research company
- It is the largest independent employer branding research conducted globally, capturing the views of over 225,000 people in 23 countries (covering 75% of the global economy)
- The study is based on a representative sample of people aged 18 to 65 based on region, age and sex – slightly biased towards respondents aged under 40, potential employees being the target audience of the survey
- Sample comprised of students, employed and unemployed workforce
- Interviews conducted online between September 8 and December 23, 2014
- Next to the national Randstad Awards in 23 countries, a global Randstad Award is granted to the most attractive employer worldwide





#### List of top 50 largest employers worldwide

Accenture  
Allianz  
ArcelorMittal  
AT&T  
AXA  
BASF  
Bayer  
Bosch Group  
Cargill  
Carrefour  
Citigroup  
Coca-Cola  
Compass Group  
Dell  
Deutsche Post DHL  
Ernst & Young  
FedEx

Ford  
GDF Suez  
General Electric  
General Motors  
Hitachi  
Honda  
Honeywell  
HP  
HSBC Holdings  
IBM  
Ikea  
Johnson & Johnson  
KPMG  
McDonalds  
Microsoft  
Nestlé  
Novartis

Panasonic Corp.  
PepsiCo  
Philips  
Procter & Gamble  
PwC  
Samsung  
Siemens  
Sodexo  
Sony  
Tata Consultancy  
ThyssenKrupp  
Toshiba  
Toyota  
Unilever  
UPS  
Volkswagen Group  
BMW Group\*

\*Randstad Award global winner in 2014 but not one of the 50 largest employers worldwide in 2015.

