



Food Processing

Est. 2015

Headquarters

Chicago, IL

Employees

38,000+

Early Talent Hires per Year

96

Kraft Heinz Builds a Diverse Talent Pool Across the Nation with Handshake



19%

more female applicants than industry competitors



2.3x

more Black applicants with Handshake Premium



1.8x

more LatinX applicants with Handshake Premium

Kraft Heinz, the iconic brand that brought us foods such as classic mac n' cheese, Jell-O, and ketchup, focused its recruiting efforts around a few core colleges and universities near its headquarters in Chicago.

Despite being a well-known international company, the recruiters at Kraft Heinz struggled to diversify their early talent pipeline. By partnering with Handshake, they were able to increase candidate diversity by 10% by building relationships with early talent and expanding their school network to include schools across the nation.

Challenges

While Kraft Heinz is a well-known brand, the team's focus on nearby campuses limited their ability to reach talent outside of Chicagoland. They wanted to connect with students from varying backgrounds nationwide but were unsure of how to engage students from campuses they don't physically visit in person.



"Handshake is a way for us to get in front of students on campuses that we do not go to in person. With the ease of availability of these students on Handshake, they are now more accessible to us and are more interested in us as well."

– **Hayden Kornblut**

Head of University Relations



"Handshake can focus us down into specific majors, student groups, and backgrounds that bring diverse thinking and diverse backgrounds into the organization."

– **Hayden Kornblut**

Head of University Relations



Solutions

To fill its talent pipeline with qualified candidates from underrepresented backgrounds, Kraft Heinz added 50 colleges to its school network and used personalized messages to engage with those students at scale. They also used Handshake to better promote in-person events at the 24 campuses they do visit in person.

By partnering with Handshake, Kraft Heinz was able to engage early talent in and outside of Chicago to fill its pipeline. They've seen so much success that a substantial portion of their student and recent graduate hires now come from Handshake.

1. Expanded School Network & Communication

By adding 50 new schools to its network, Kraft Heinz **increased its applicant pool by 15%** and created more meaningful relationships with students, faculty, and campus organizations. As a result, they've seen **a 2x increase in applicants**.

2. Highly Targeted Search Capabilities

Filtering for candidates by school attended (e.g. Barnard College) and coursework completed (e.g. Programming Languages), helped Kraft Heinz increase its overall candidate diversity. Its incoming summer intern class is 70% female.

3. Personalization at Scale

With Handshake Premium Campaigns, Kraft Heinz was able to personalize their outreach at scale, **reaching 8.3x more candidates than before**, resulting in a 71% message open rate and **2x increase in engagement with its Employer Page and open jobs**.

Results

This year, Kraft Heinz is recruiting entirely online and will be relying on Handshake to communicate directly with students, promote their virtual events, and authentically build meaningful relationships with top talent—regardless of where they go to school or who they know.

8.3x

increase in students
reached with
messaging campaigns

556x

increase in candidates
responding to
personalized outreach

71%

message open rate

Reach out to learn how to build a proactive recruiting strategy.

employers@joinhandshake.com | joinhandshake.com/employers