

Flash Foods

ABR Helps Company Attract New Employees with Engaging Animation

Flash Foods' Need

Flash Foods began as a family-owned neighborhood grocery store in small town Georgia but has evolved into one of the most successful and fastest growing convenience store chains in the southeast. As a family-run company, Flash Foods' greatest asset has always been its people. To truly differentiate themselves from their competition, Flash Foods needed an intriguing way to attract and engage the brightest new talent to join their store teams. They had to show potential new employees that a job with Flash Foods wasn't just a "dead-end" convenience store job, but an opportunity to carve out a real career path with an emphasis on professional growth and tangible rewards. This strategy would be an important cornerstone of Flash Foods' continued success far into the future, and would become part of the Flash Foods brand as a people-centric business with old-fashioned customer service, yet with a modern attitude about employee value.

The ABR Solution

Flash Foods asked for a solution with a playful touch and youthful vibe that would engage new candidates, so Accelerated Business Results (ABR) created a fun, interactive, 10-slide animation set to hip music. The animation starred "Lady Lightning," a Flash Foods superhero created by ABR whose purpose was to showcase the company's commitment to customer satisfaction and guide prospective job seekers through the Flash Foods employment experience. Hosted on the company website's Careers page and linked to their internal LMS, the animation featured all of the values that make Flash Foods truly unique in the retail food industry. It also emphasized the type of service that Flash Foods customers have come to expect and that made them customers for life.



How ABR Helped Flash Foods

With this captivating animation, Flash Foods now has a vibrant new tool to grab the attention of job seekers and easily demonstrate how they value their team members, offer real advancement opportunities, and provide promising career paths for dedicated employees. The result is high-quality job candidates, less employee turnover, happier customers through superior service, and a healthier bottom line.