



# VITAL SPACES

TAKING SODEXO FROM FACILITIES MANAGEMENT  
PROVIDER TO STRATEGIC WORKPLACE ALLY

MCLAREN&CO.

# OVERVIEW

In a rapidly evolving workplace landscape, Sodexo, a global leader in facilities management and food services, set out to redefine its role from 'French catering and facilities giant' to 'strategic workplace partner.'



Even before the pandemic started, Sodexo had recognised the changing world of the modern workplace. They focussed on enhancing their core food and facilities management services, integrating them with unique offerings like employee benefits and workplace strategy. This gave rise to 'Vital Spaces' – a powerful offer designed to help businesses maximise workspace value and boost employee satisfaction and productivity, no matter where or how they worked.

As Sodexo's Marketing Director for the UK & Ireland Corporate Services segment, this case study shows I oversaw the project to bring Vital Spaces to life – combining research, a robust strategy, and a clear value proposition with creative branding.

Since its 2020 launch, Vital Spaces has helped redefine Sodexo's market perception - becoming a go-to partner for modern workplace needs. Vital Spaces is now Sodexo's global workplace offer, attracting quality leads worldwide.

## RESULTS FOLLOWING THE INITIAL UK AND IRELAND LAUNCH

85

NEW TARGETS

40

QUALIFIED LEADS

£100M

PIPELINE VALUE

# BACKGROUND



€220 BILLION  
annual revenue

470,000  
employees in 80 countries

100 MILLION  
consumers served daily

Sodexo, a global leader in onsite services, knew the nature of work was changing even before the pandemic came along. Most people knew Sodexo for its food and facilities management services, but not many realised they also provided employee benefits and worked with expert partners to make workplaces better.

With the facilities management scene saturating fast in the UK and Ireland, Sodexo needed to change from being seen as the 'French catering and facilities giant' to a 'strategic workplace ally' helping clients and their employees to thrive. As Sodexo's Marketing Director for the UK & Ireland Corporate Services segment, I led this project supported by internal teams and an external marketing agency.



## THE CHALLENGE

### REINFORCE A UNIQUE POSITION:

Highlight what makes Sodexo different, showcasing its breadth of expertise across the entire business and commitment to enhancing the quality of life for employees.

### DEVELOP A RELEVANT OFFER:

Create a proposition focussed on serving working adults in the post-COVID world, regardless of where or how they work.

### APPEAL TO VARIOUS INDUSTRIES:

Build a strategy and brand that appeals to businesses across different sectors like consumer goods, pharmaceuticals, consulting, media, tech, and finance.

### GET NEW BUSINESS:

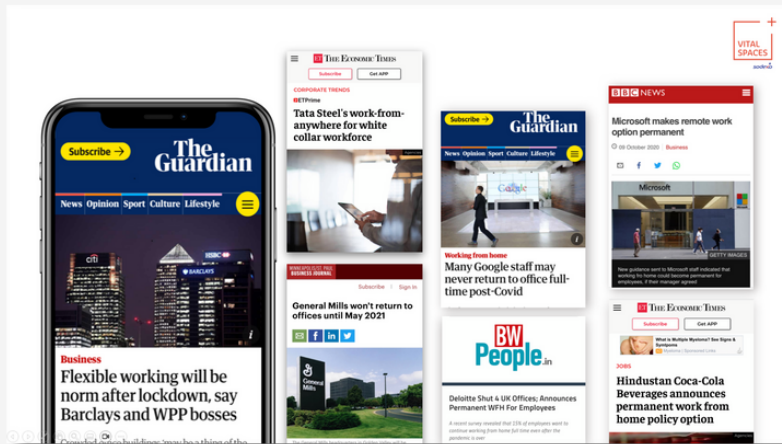
Identify and attract new business with current and potential clients.

### TACKLE COMPLEXITY:

Solve the challenges that will come from multiple service offerings, external partners, internal structures, and branding requirements.

# THE SOLUTION

## 1. INSIGHTS, TARGETING, AND POSITIONING



### GOAL:

- Build the financial and human business case, proving a direct link between engaged employees and increased productivity.
- Define the audience, segments and geographies to target.

### APPROACH:

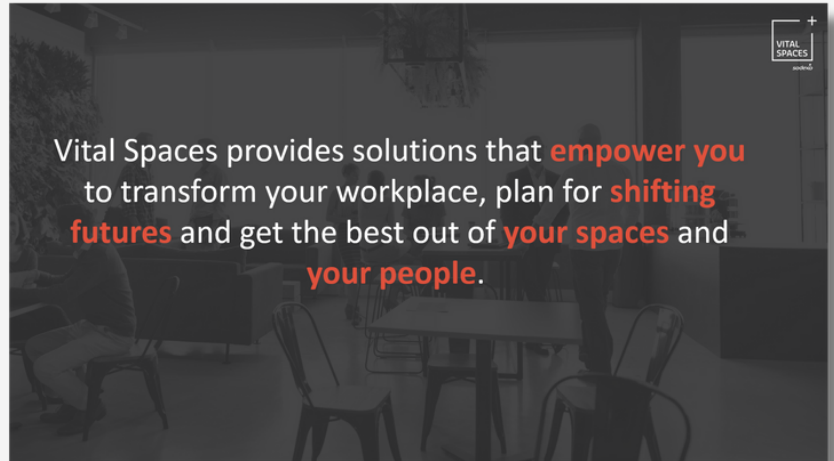
- Merged Sodexo's in-house research with external workplace insights, extracting key trends supported by solid data.
- Created client and consumer personas, highlighting their unique challenges, pain points, motivations, and needs.
- Actively incorporated real-time insights from the sales team's consultative selling process, drawing out experiences with existing clients and prospects.



## 2. VALUE PROPOSITION AND MESSAGING

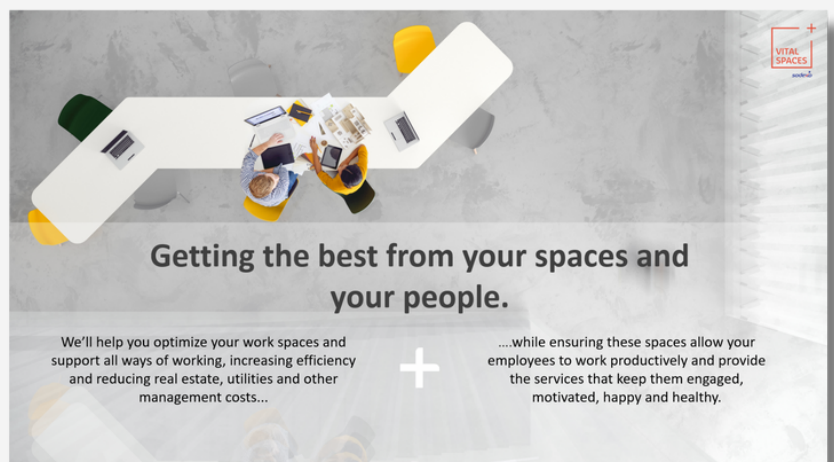
### GOAL:

- Create a clear story to explain Sodexo's evolved workplace positioning, focusing on challenges, solutions, and results enhanced by tech and innovation.
- Use language to transition Sodexo's image from a day-to-day service provider to a strategic workplace partner.



### APPROACH:

- Developed a value proposition that captured the perfect balance between organisations optimising workspaces and maximising employee potential.
- Supported by messages that detailed the need, Sodexo's approach, and the tangible benefits.





### 3. SERVICE ARCHITECTURE

#### GOAL:

- With over 300 individual services offered directly by Sodexo or through external partnerships for workplace strategy and tech, create a structured framework to explain the comprehensive workplace offering clearly.

#### APPROACH:

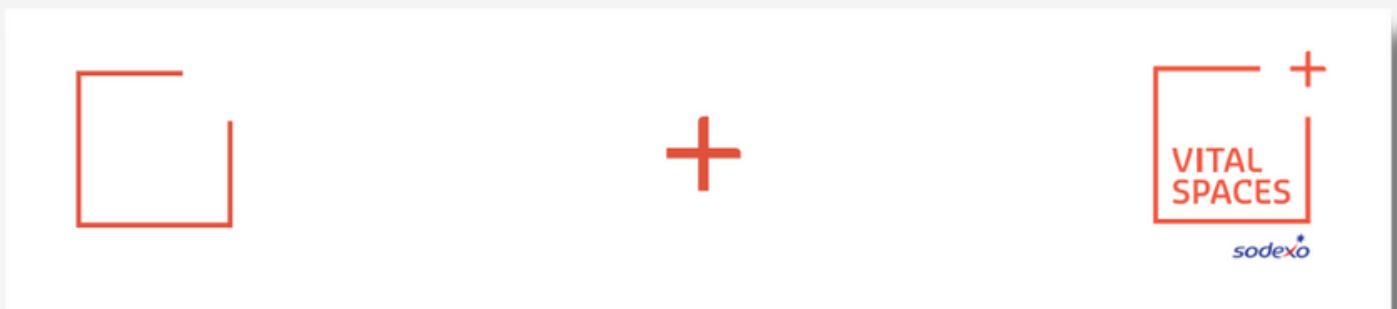
- Conducted an audit to identify current services and capabilities across Sodexo and with partners.
- Created a logical workplace service hierarchy with five distinct areas of service, each containing sub-categories within which every single service line could fit.



## 4. BRANDING

### GOAL:

- While adhering to Sodexo's global brand guidelines, create a distinct brand and visual identity for the workplace offering.
- The identity must be flexible to work alongside individually branded service lines and third-party branding and appeal to various regional sectors.



### APPROACH:

- Selected the name 'Vital Spaces' and created a visual identity capturing the essence of evolving workspaces and thriving employees.
- Designed a modern and sophisticated logo to appeal across all sectors. The logo reflects breaking outside the four walls of an office, with a "plus sign" to show added value services and collaboration.
- Developed a brand voice centred around vitality – providing an optimistic and confident view of the future of the workplace.
- Used the 'plus sign' to create logo lockups for branded service lines and third-party partnerships, ensuring flexibility and consistency.
- Curated a broad image library to represent different sectors and settings – from modern offices, labs, manufacturing sites, traditional workplaces and working from home.

## 5. GO-TO-MARKET LAUNCH

### GOAL:

- Turn the Vital Spaces concept into tangible deliverables, introduce it to existing and potential clients, and execute a marketing plan to present Sodexo as a thought leader while generating valuable leads.



### APPROACH:

- Validated the concept through customer surveys and client feedback and launched initially in the UK, Ireland, and North America.
- Supported by internal stakeholder engagement focussed on informing, educating, and unifying internal people around Vital Spaces, particularly client-facing accounts and sales teams.
- Created a suite of launch-support materials, including web content, client presentations, videos, and brochures.
- Deployed a launch campaign using social media, emails, paid ads, industry events, and PR, establishing Sodexo's thought leadership through high-value content shared across platforms.

[CLICK FOR LAUNCH VIDEO](#)

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# RESULTS



RESULTS FOLLOWING THE INITIAL UK AND IRELAND LAUNCH

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PIPELINE VALUE

## DIFFERENTIATION AND CREDIBILITY

Vital Spaces successfully transformed Sodexo's market perception, positioning the company as a trusted and strategic workplace partner.

## AWARENESS AND UNDERSTANDING

A structured framework simplified the understanding of Sodexo's complex workplace services, making it accessible to target prospects.

## DEMAND

The launch led to the identification of 85 new targets, 40 of which became qualified leads, with a pipeline value of £100M.

## GLOBAL CONSISTENCY

Vital Spaces emerged as Sodexo's global value proposition for workplace services, extending its impact to other sectors such as the public sector and education.

# INSPIRED BY SODEXO'S VITAL SPACES STORY?

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