

# NO FILTER

## HOW THE **CAFÉ JOYEUX** EMPLOYEES BECAME THE VOICE OF OUR BRAND ONLINE.

### CONTEXT

Café Joyeux is a café-restaurant chain that exclusively hires people with intellectual disabilities. All profits are reinvested into their training and employment, creating a virtuous cycle: the more successful the brand becomes, the more locations it can open and the more people it can hire. Its success comes from genuine, in-person interactions between employees and customers—something that can't be replicated online, and where the brand creates real value.

### IDEA

To address this, the brand launched "NO FILTER", a creative social media initiative in which Café Joyeux handed over full control of its platforms to its employees—no script, no filter. They were free to post whatever they wanted to engage online audiences and drive sales, which in turn enabled more hires. All of this was done with no production budget and no creative director—just the employees and their authenticity.



### RESULTS

**30** MILLION IMPRESSIONS  
**100%** POSITIVE ENGAGEMENT  
**6%** AVERAGE ENGAGEMENT RATE

### THAT CONTRIBUTED TO

**+25%** TONS OF COFFEE SOLD  
**+5** RESTAURANT OPENED  
**+20** NEW JOYEUX EMPLOYEES HIRED

