



**HOW OUR EMPLOYEES BECAME  
THE VOICE OF OUR BRAND ONLINE.**



**IN FRANCE, ONLY 0.5% OF  
INDIVIDUALS WITH MENTAL  
DISABILITIES HAVE JOBS.**

**AT CAFÉ JOYEUX, THEY MAKE UP  
70% OF THE WORKFORCE.**

Café Joyeux is a coffee-restaurant chain founded with a simple mission: to promote the inclusion of people with mental disabilities through employment. Every employee is trained, supported, and celebrated for who they are. The cafés are vibrant public spaces where authenticity shines, and inclusion is not a marketing message but the model. Customers love the unique atmosphere of the locations and their interactions with the employees, whose unfiltered charm keeps them coming back. All profits are reinvested into training and hiring, creating a virtuous circle: the more profitable the brand, the more Café Joyeux locations can open, the more people with mental disabilities can be employed.



## AN ONLINE ISSUE.

With the ambition to expand beyond 20 locations in 4 countries, Café Joyeux needs to grow where profit margins are higher: online. Yet online shopping often filters out authenticity and with it, the very soul of the Café Joyeux experience: its employees.



X50  
**CAFÉ EN CAPSULES LE  
RAYONNANT**

★★★★★ 4.8/5 - 68 avis

21,99 €

COMMANDER



X50  
**CAFÉ EN CAPSULES L'EXTRA-  
ORDINAIRE**

★★★★★ 4.7/5 - 83 avis

21,99 €

COMMANDER



X50  
**CAFÉ EN CAPSULES LE**

★★★★★ 4.5/5 - 42 avis

21,99 €

COMMANDER

# NO FILTER



## MOST BRANDS TALK ABOUT INCLUSION. CAFÉ JOYEUX ACTUALLY HANDED OVER THE MIC.

With 'NO FILTER', full control of their social media was given to the Joyeux employees. No script. No approval process. Just real people saying what they wanted, how they wanted. Each team member is seen as an ambassador, influencer, and creator, helping to reconnect with the Joyeux community and boost online sales.



# ONLINE PERFORMANCES...



**30** MILLION IMPRESSIONS

**100%** POSITIVE ENGAGEMENT

**+6%** AVERAGE ENGAGEMENT RATE



**...REAL IMPACT**

**+25%** TONS OF COFFEE SOLD

**+5** COFFEE-RESTAURANTS OPENED

**+20** NEW JOYEUX EMPLOYEES HIRED



**« CAFÉ JOYEUX ALWAYS AT THE FOREFRONT OF INCLUSION IDEAS. »**



**«They trust us, and it's amazing. We laugh, we have fun, and we're truly happy to do things like this for Café Joyeux.»**

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LOUIS, Joyeux employee.

