

Project Outline

OBJECTIVE : Create a standardized offer pack that can be fulfilled by Social Imprints and send to candidates. This gift should be and exciting surprising gift that gives candidates an idea of what it’s like to work here and show them how much we want them to join our team.

PROBLEMS :

- Inefficient process
- No standardized solution
- Sizing guessing game
- Doesn’t preview our company well
- Not unique
- Nothing innovative or memorable

NEEDS:

- Can be given to diverse group of people
- Unoffensive / nothing with sizes
- Under \$50
- Reflect company culture
- BIG WELCOME from future team
- Whimsy / fun / surprise / delight
- Representation of our product and what we believe in
- Element of personalization
 - “Help US build the best place to get work done”
- Scalable & international
- Easy and effortless
- DETAILS!!!

SOLUTION : This new offer pack should be a surprise to the candidate and should contain items that are representations of some attribute of our company vision, mission, values, product principles and hiring attributes.

GOALS :

- Be a delightful surprise!
- Symbolic of:
 - Company Values
 - Company Vision
 - Product Principles
 - Hiring Standards
- A personalized items
- High quality
- Memorable
- Less is more!
- Practical (items used for everyday)
- Larger reach; something friends and family outside can see & be proud of
- Memorable
- Exciting

VISION / TONE / VOICE :

- Friendly
- Approachable
- Warm
- Fun
- Unique
- Whimsy

Main Objective

SURPRISE

PREVIEW OF CULTURE

PRACTICAL

WELCOME

SYMBOLIZES OFFER

QUALITY

Fiinal Direction | CELEBRATION CUPCAKE KIT



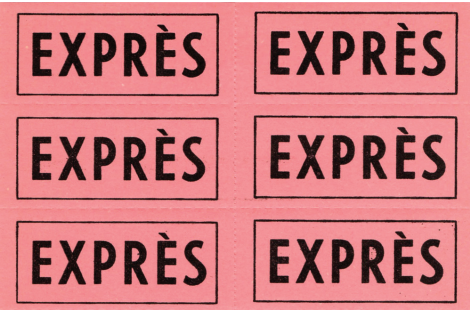
①
Gluten Free/Vegan
Cupcake Mix

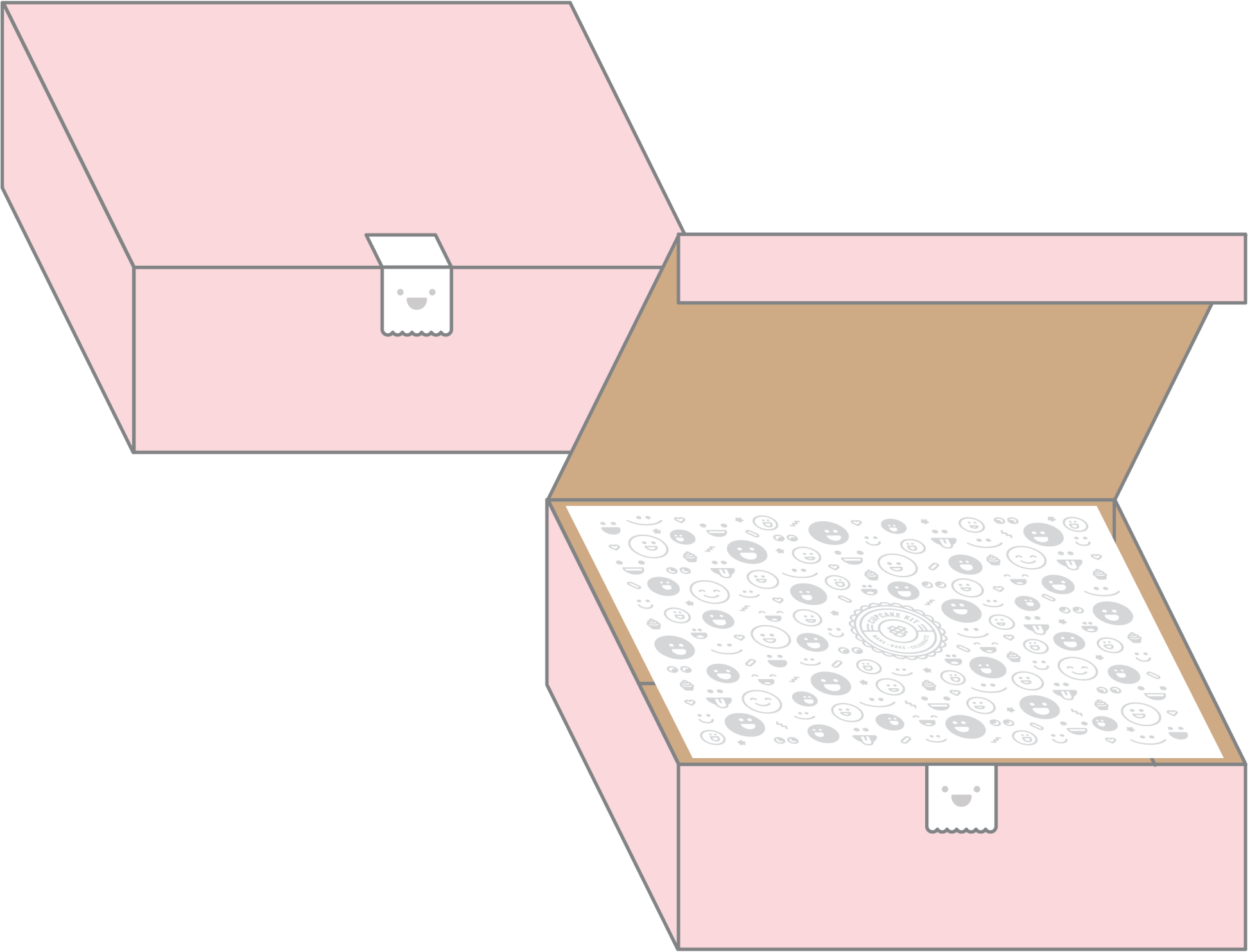
②
Ceramic Cupcake Ramekin

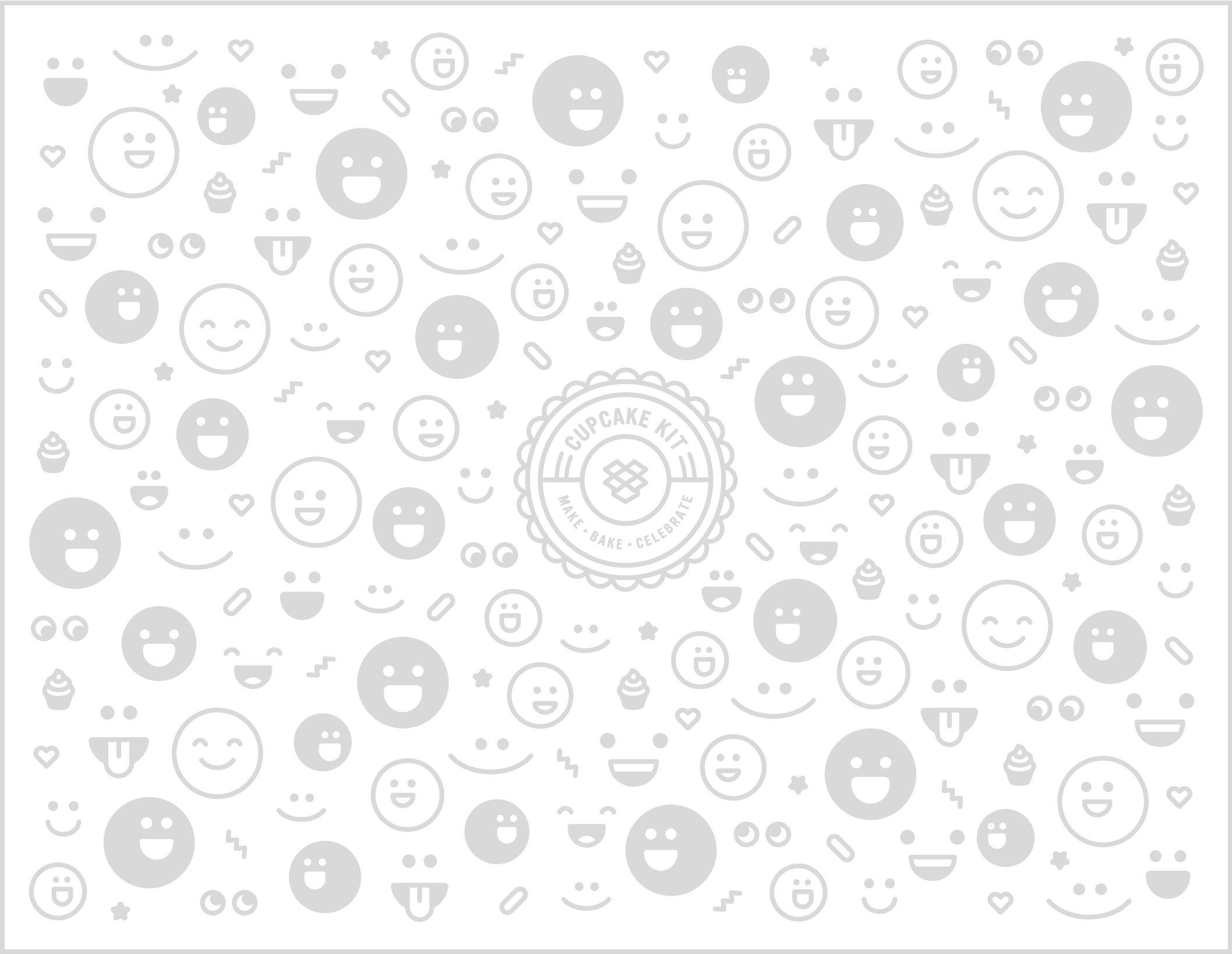
③
Candle

④
Frosting

⑤
Sprinkles









Let's Celebrate
(TOGETHER)

CHOCOLATE CELEBRATION CUPCAKE

Supplies: (PROVIDED)

- CHOCOLATE CAKE MIX
- MEASURING SPOON
- CUPCAKE LINER
- DECORATIVE FROSTING
- MIXED SPRINKLES
- CELEBRATION CANDLE

What you need:



**MIXING
BOWL**



1 TSP
OIL



3 TSP
WATER



30
SECONDS

Directions:

WARNING THIS CONTAINS: