RECRUITING | New Offer Pack

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

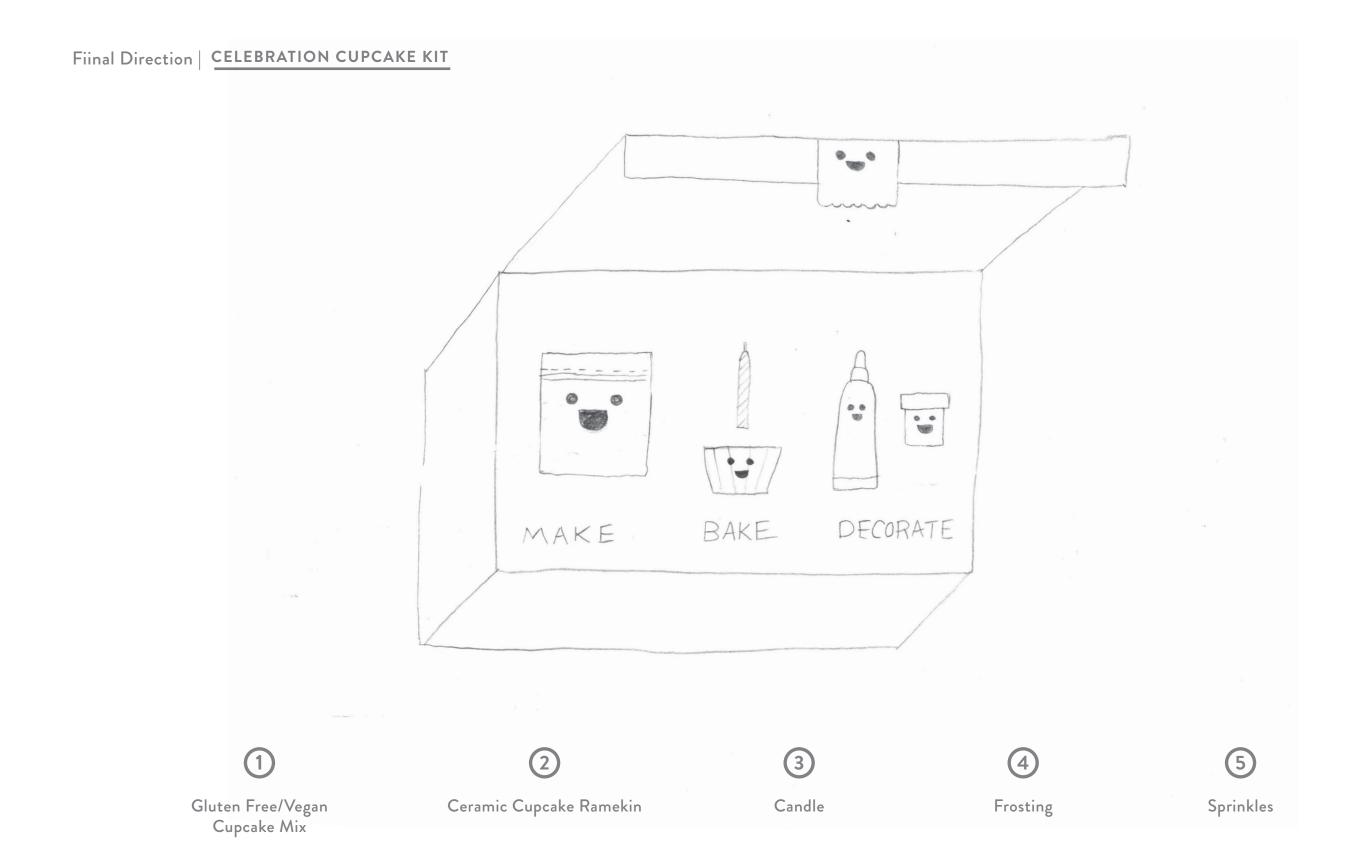
VISION / TONE / VOICE:

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

Main Objective

SURPRISE PREVIEW OF CULTURE PRACTICAL

WELCOME SYMBOLIZES OFFER QUALITY



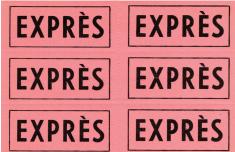




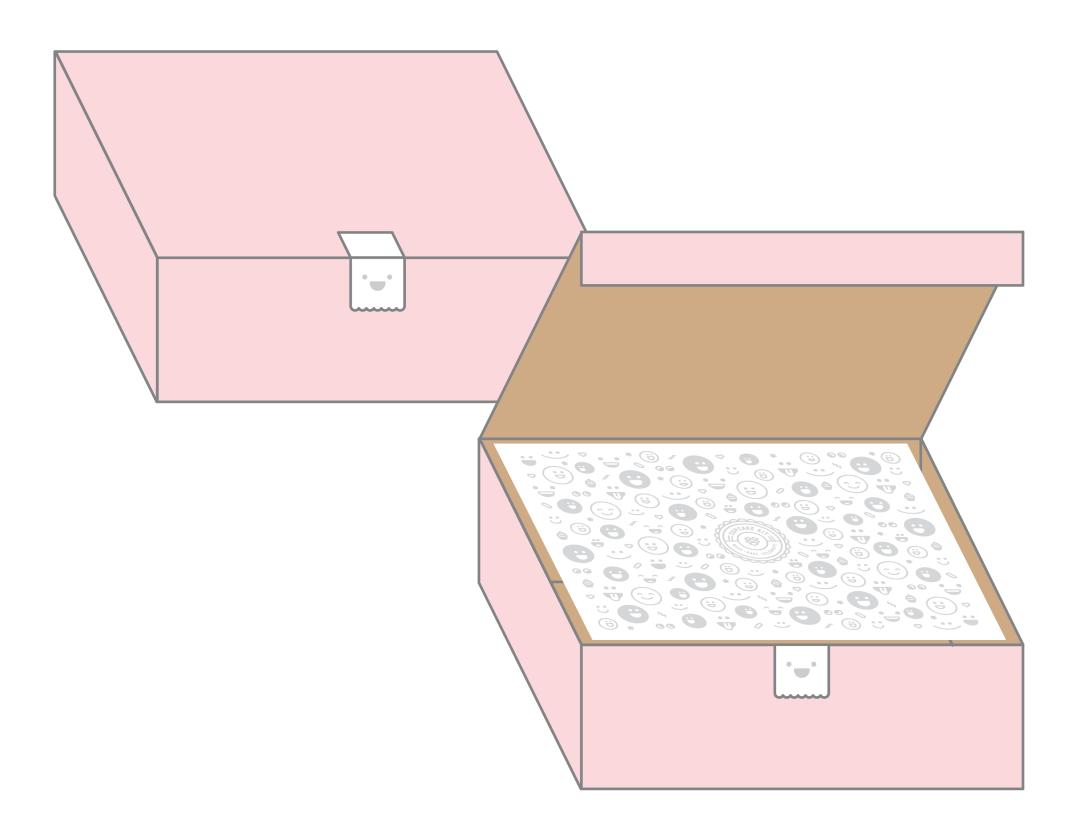


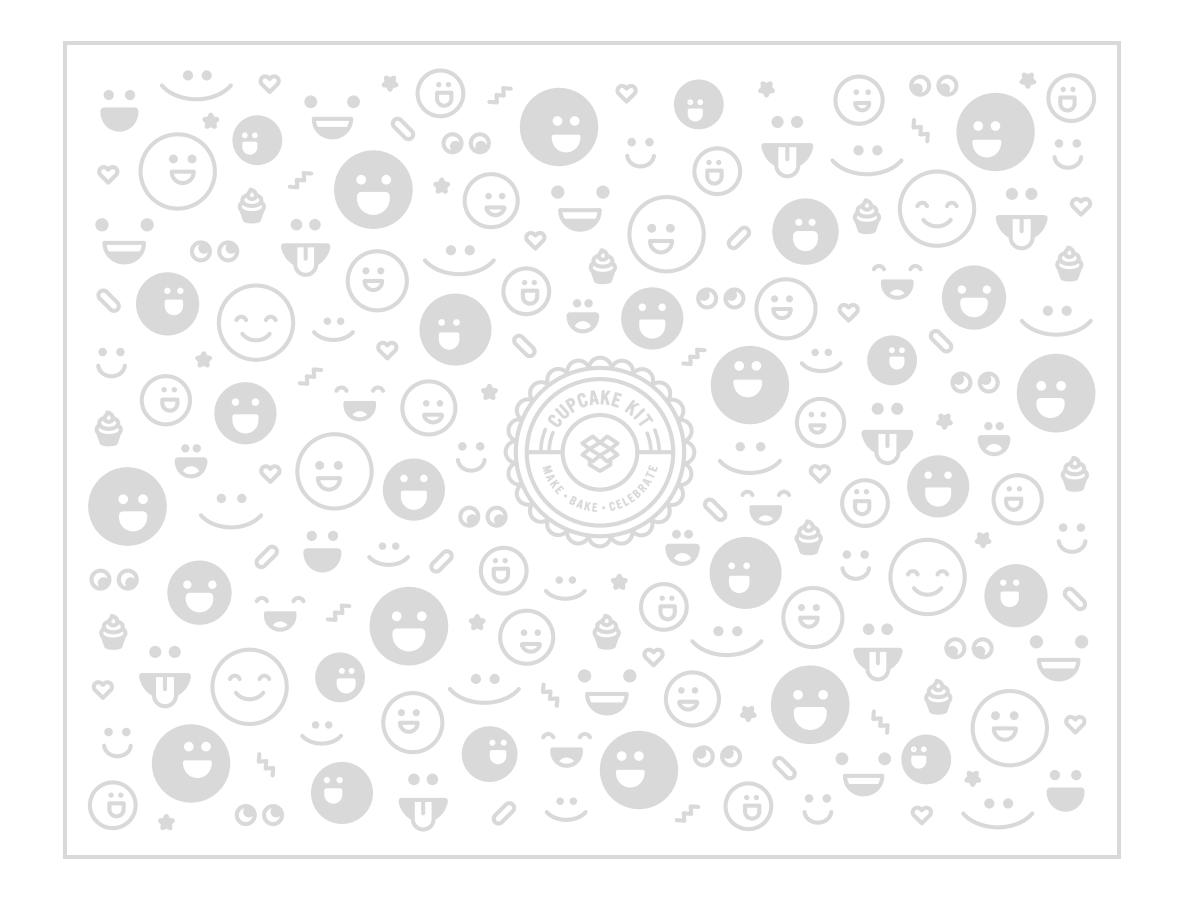














Let's Celebrate

(TOGETHER)

We know that the magic of Dropbox starts from the magic of Dropboxers and we're so glad that we have a chance to create that with you.

But before we get started, we want you to have a taste of what that magic's like:

Grab a friend or loved one, celebrate each other, and create something great together.

CHOCOLATE CELEBRATION CUPCAKE

* VFGAN / GI LITEN FRFF *

Suplies: (PROVIDED)

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

What you need.





1 TSP





MIXING BOWL \

3 TSP WATER

Directions:

- Open dry cake mix and dump content into small mixing bowl.
- Measure out 1 tablespoons of water and 3 tablespoons of oil using the provided measuring spoon and place in mixing bowl with dry mix
- 3 Stir the mix until wet igredience are fully incorporated with wet and there are no lumps in the batter.
- Spoon out batter into cupcake liner...don't forget to scrape down the sides of bowl!
- Place cupcake liner filled with batter into a microwake for 30 seconds.
- Now it's time to decorate...cut open the top of the frosting bag pipe on the
- 7 FNJOYU

WARNING THIS CONTAINS:

CUPCAKE MIX: Organic Quinoa Flour, Organic Evaporated Cane JuiceH, 100% Natural High-Fat Cocoa, Pure Madagascar Bourbon Vanilla Powder, Baking Soda, Aluminum-Free Baking Powder, Sea Salt, Xanthan Gum FROSTING: Sugar, partially hydrogenated soybean and cottonseed oils, water, corn syrup, corn starch, modified foodstarch, phosphoric acid, soybean oil, salt, artificial flavor, guar gum, potassium sorbate, xanthan gun

SPRINKLES: Sugar, cornstarch, rice flour, partially hydrogenated vegetable oil (soybean, cottonseed, soybean), acacia (gum arabic), xanthan gum, natural and artificial flavor, mono and diglycerides, red 40 vellow 5, vellow 6, blue 1, dextrose, corn syrup, carnauba wax, hydroxylated soy lecithin, sucrose, white mineral oil