

Microsoft Employee Referral Program 2008

OXUS Portfolio

Microsoft China Research and Development Employer Referral Program 2008

Brief

To undertake a high-impact Employee Referral Program (ERP) that would continue to build on the “See for yourself” employer branding theme and drive a significant increase in referrals from existing employees.

Messaging Strategy

To remind the existing staff that no matter what a person looks like, at Microsoft it is their personal qualities that make them a good career match.

Under the “see for yourself” branding strategy, employees were invited to recognize those qualities in themselves and invited to refer friends and acquaintances they knew possessed similar qualities. In effect, a cloning program!

See ^{for} yourself @
Microsoft[®]

Visual Strategy

Playing on the “See for Yourself” theme created for Microsoft, Oxus recommended the use of mirror based posters that would reflect a modified version of each employee back at themselves.

Built-in copy prompted the employees to consider what attributes made an excellent Microsoft employee and then consider who they knew with those qualities.

Do you See yourself in Others?



The *See Yourself* Employee Referral Program

Take a look. Do you see who we are?
We're a place of opportunity. It's your potential. Our success.
The more you know, the more you'll see. Join us today.
No, we see you. We see you. We see you.
The qualities and talents that we see in you, we don't see in our other employees.
If you see potential in others, we'll reward you with a referral bonus.
Let's get more of "us" in here.
No more empty seats. Great people and great ideas. We're looking for you.



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Design / Implementation

Using transparent stickers, a variety of designs were made for installation on bathroom mirrors as well as on acrylic mirror-boards for use in hallways and public areas.

The installation of the materials was carried out overnight into 6 office locations across Beijing, Shanghai and Shenzhen to reap maximum impact upon launch.

Internally, a microsite was set up to capture enrollment from employees into the referral program for which a small prize was offered to encourage participation.



In the workplace



Result

The Microsoft ERP generated a “massive increase in employee-referred hires”.

The first new candidates were on board within 3 months of the program’s launch, reflecting the natural lead time of the interviewing and recruiting process.

Do you See yourself in Others?



The 'See Yourself' Employee Referral Program

Take a look! Do you see who we see?
It's not your style or appearance—it's your potential—that we see.
The same potential we look for in finding new people to join our growing team.

So, do you see yourself in others?
The qualities and talents that we see in you, we also look for in new hires.
If you see potential in others, don't hesitate, start referring now!
Let's get more of "YOU" in here!

For more details about great rewards and prizes for referrals, visit <http://StartReferring>

当一个个不同的梦想呈现在镜中，您能
See yourself in others?
不是容颜，不是造型，而是潜在的才能。
正是这样的才能，让我们的梦想朝着同一方向创造。

您眼中出现越来越多和您一样有才能的同事吗？
想越来越多的梦想成为现实吗？
不要再犹豫了，立即多多推荐，让更多的“您”加入到
我们当中来。

同时，您会有丰厚的回报，并且有机会获得大奖。
有关员工推荐计划的详情，请登陆 <http://StartReferring>

for
See yourself @
Microsoft