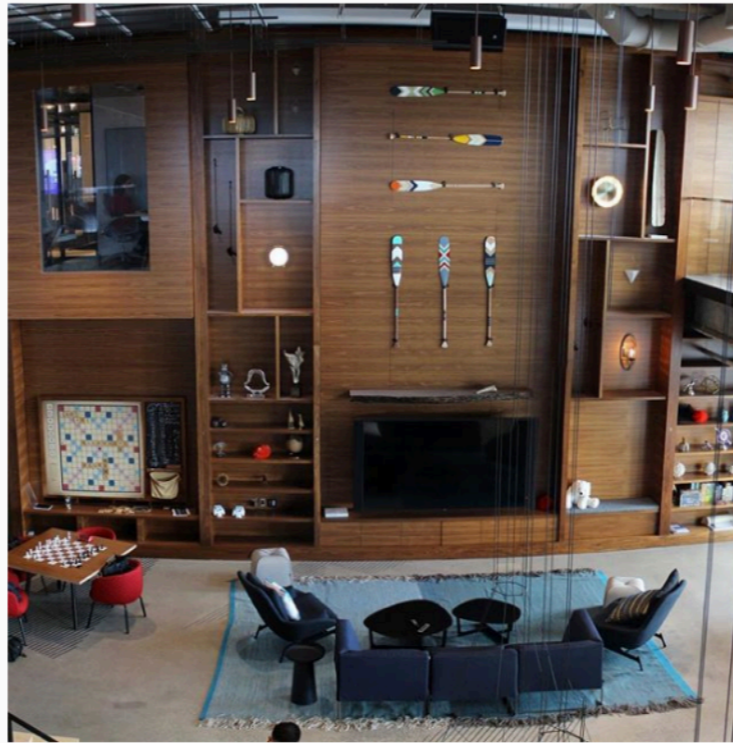
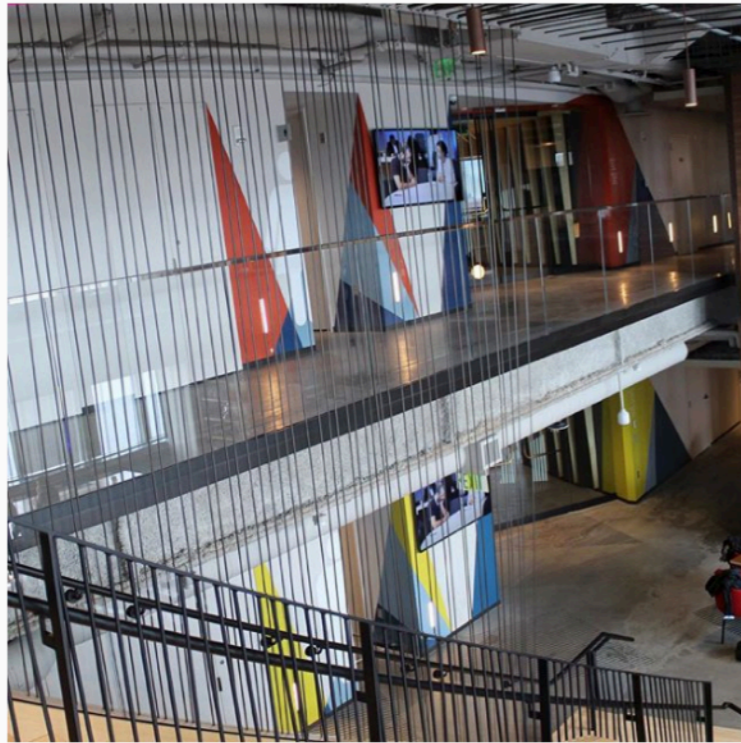


CAMPAIGN: SHOWCASING MICROSOFT'S WORKSPACES



PURPOSE: The Microsoft NERD Center stands out due to its innovative real estate design and development – the entire building design was recently redone based on employee feedback. Its combination of open office spaces, “front porch” communal meeting spaces, and multiple common hubs make for a collaborative environment and a desirable place to work – and exciting social media posts.

RESULTS: Microsoft’s corporately-run channels often repost our campus spotlights, highlighting the advantages of working at NERD and the local Cambridge community. Triptych-style (“3 across”) posts highlighting the gorgeous space perform exceptionally well on Instagram. This series alone captured **342 engagements** and reached **2,190 individuals**.