

Lets get
rolling!

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Hey Newbie!

Welcome to VMLY&R! I'm so elated to have you join the team.

There's a lot to explore and learn in your first few weeks, but I'll just say what's at heart of our organization – connections. We believe in creating connected brands. And that's only possible when we have a strong connection amongst us. A connection that inspires, feels like freedom, makes you push the boundaries and synergizes the strengths of all. And we can't wait to build that with you!

Brace yourself! You're about to experience a new multiverse of connections and I'm excited to see how it'll shape your growth and experience. But, while you're all pumped up to work hard and put your best foot forward, don't forget to let your hair down when needed. You are, after all, in good company.

Let's get the ball rolling.

Good vibes only,

Payal Vaidya, EVP - Experience Design

W
e
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Passionately

Inventive

We put everything we are into everything we do. We bring our best selves to every collaboration and bring positive energy at every table. For us, invention is not an option, but a need for the greater good.

Abundantly

Generous

Empathy makes us who we are. We encourage diversity, with no room for judgement. We freely share our ideas, understandings, and time as we partner with each other, our clients and communities.

Collectively

Purposeful

Our ability to create meaningful experiences help us make a genuine difference. It's a responsibility we don't take lightly. We apply our wisdom and best judgement every day to find ways to make us all stronger.

Constantly

Striving

Our laurels may be extraordinary, but we don't rest on them. We aspire to be the best and become better every day, push each other, our clients and our boundaries — all while having fun along the way.

Relentlessly

Curious

When we join forces, there's no obstacle that's too much for us. Because we believe the best way to solve a challenge is by raising a hand to help, leaping into the unknown and being open to a better way.

Values
Core
s

5 Steps

1. **Get out of bed** No! You don't check your EMAILS, WHATSAPP, or INSTAGRAM the moment you get up. Your subconscious mind is more powerful than you know, especially in the morning. So, kickstart your day with some yoga, good music, or anything you love - for a productive and positive day ahead.

3. **List the to-dos** It gives your day a direction and when you tick them off one-by-one, it gives you a small tingly feeling of accomplishment. Trust us! That little joy holds all the power to keep you going through the day. It helps you stay on track and say yes/no to new tasks accordingly.

5. **Hydrate & restore** Whether you're having a long day with back-to-back meetings or a sluggishly slow one under the blanket, don't forget to stay hydrated and stretch your body in between. That email revert can wait for 15-minutes. Your meals cannot. Your health cannot. It should not. Seriously!

2. **Email-a-thon** Don't we all dread emails? Especially the ones after a long weekend. Sigh! But if you practice point no.1, you'll be good. Check emails, discuss with the team and prioritize. Remember, everything will be important. Everything is important. The key is what's more important and why.

4. **Get set go** Ready? Here's a productivity hack – the pomodoro technique. Choose your task > shut emails, social media, and other distractions > start a 25-min timer > get to work > take a 5-min break > repeat > after the 4th session, take a long 20-min break. Does it really work? Will it work for you? Try it!

6. **Time your work** They say time is money. We say time is Maconomy. Yes! Before you log off for the day, login to Maconomy and fill your timesheet. It's important for the company to record the resource hours spent on each project for client billing. It just takes 5 minutes, sometimes even 3 (if you do it daily).

? Fill my timesheet

- ? It's easy-breezy! You need to follow a few steps – the training of which
- ? will be provided to you in your first week of joining. If you get stuck with anything, our terrific tech team will be right there.

? Apply for leave

- ? Low-key, this is all that you want to know, isn't it? Send an approval request to your reporting manager via Maconomy a week before if it's a planned vacation. You can
- ? apply on the same day for an unplanned sick leave.

? Set up a meeting

- ? Using the team's app for the first time?
- ? Never scheduled a meeting before? 3
- ? clicks and you'll be done. Login to your teams account > calendar > new meeting tab on the top right > fill the details > save. Voila!

? Save my tax deductions

- ? The next big worry? No worries.
- ? We've got you! A few forms, little bit of calculations on our TSR portal and you'll be done. Hate documentation?
- ? We do too. But in the end, it's going to save you the bucks!

? Save files on OneDrive

- ? When your softwares crash, everyone's heart skips a beat. Saving files on OneDrive saves the panic. Sign into it, create a shortcut of your OneDrive folder on your desktop, and keep saving your (hard) work there.

? File my reimbursements

- ? For the CTC related ones, login to our TSR portal > reimbursement > reimbursement eligibility > select your category > click on top right + icon > fill details > submit. For the non-CTC related expense claims, use the Maconomy portal – we'll help you, don't worry!



we care

Love you deserve!

Need a break? Need someone to talk to? Our employee-benefit programs can help in more ways than one. It's safe. It's awesome. It's like talking to a friend.

Free courses and workshops

We have various workshops and sessions all-round the year to help you grow 3600. From ways to cope up with anxiety to learning data analytics, from free LinkedIn courses to in-house training programs, we care for you and your growth in ways you can only imagine. With us, learning never stops. It shouldn't.

Free expert consultations

Doesn't life seem better after a heartfelt conversation with your best friend? For times when you're feeling stuck and overwhelmed with challenges, we're here. Human emotions are complex. Avail free one-on-one sessions with an expert therapist because who better than a therapist to help you uncomplicate?

Mentorship programs

We all have and need mentors in life – personal and professional (we aren't talking of moms here – they're out of our league). We have various programs like WPP Stella specially designed for women, by women to help them get the right guidance in life and career from the right mentor.

Mental health & year-end time-off

Miss your school Christmas vacations? Well, let's take you back to those good old days with our year-end Christmas break. Yes! You heard it right. For all the hard work you put in throughout the year, you deserve this time off. Also, who likes to work on Christmas and New Year's anyway?



To ask for help

Got timesheet queries? Unable to sign in to Maconomy or portal not loading? Need help with TSR portal? For every problem, we have a go-to person. More about this when you start.



To share your views

Don't agree with client feedback? Got a better idea instead? Don't hold back. Discuss it with your reporting manager and team and voice your opinion. A healthy debate nurtures growth – always.



To give honest feedback

Imagine you're asked to share your thoughts about an idea just presented. Don't worry about being wrong. Maybe you'll bring a new perspective to the table? Maybe you'll learn? Who knows? Just say it anyway!



To set boundaries

Balance is not just better time management, but better boundary management. If you ever feel overwhelmed or overworked, speak to your reporting manager. We're all ears.



To collaborate

Got an idea? Found a partner? Get set collaborate. Even if you wish to work in collaboration with a member from another team – just go for it.



To take time off

Family needs you? Or you just need yourself? We have a list of casual, vacation, medical and other leaves so that you can be there for yourself and your loved ones when needed.

Let's don't

first week checklist

☒ **The WPP tests**

It's a match! But we're yet to know each other better and know the ground rules. So, we've got you a bunch of stuff - training videos and other materials that will help you with a better understanding of our policies and compliance.

Psssst...If you hate follow-ups, take these asap!

☒ **Setting up Outlook and OneDrive**

Welcome to the world of Microsoft Outlook. You'll be in the outlook ecosystem for mails, calls and data storage for as long as you're a part of the organization. So, our IT team will get it all up and running for you in your week 1. Also, Windows or Mac? Don't worry, you can choose. We're cool like that!

☒ **Meet the team**

Woo-hoo! Here comes the most important part of your journey at VMLY&R – your A-team, whom you'll meet either physically or virtually in your week 1. Nervous? Awkward? Excited? Take your time to vibe with them, understand each other's working style and personalities. Just be yourself and rest will flow.

☒ **Meet the brands**

Get immersed into your new brand world and understand it's nuances, guidelines, and other mandates. Don't miss attending the brand inductions and introductory meetings. If those aren't scheduled already, ask for it. The more you know, the better. Save yourself rounds of feedback, will you?

Think you got funny bones? Well, here's a chance to tickle them!

Fill these blanks to get your funniest first-day introduction ready.

It's so _____ to be here. I have just joined VMLY&R and I am super _____
(adjective) (adjective)

My name is _____ and you can call me _____ I'm a crazy fan of _____
(your nickname, you can go crazy) (noun)

I love _____ to the tunes of my _____ When I'm not working, you'll find me
(verb ending in -ing) (noun)

_____ I stay with my _____ and I absolutely _____ it.
(your favourite activity) (noun) (adjective)

I am _____ to know about _____ and _____ everyone in person.
(adjective) (noun) verb

See you!

are you in?

We keep Human-Centered Design at the heart of all the experiences we design for the users. And here are some quick game rules to make it a success.

Put the user in the center

It is possible that a design may seem brilliant to you, but remember - you are not the user. Understand your users, their needs and learn to see things from their eyes. Because in the UX game, the user has the final word. Always.

Be familiar and consistent

Users often look for familiarity when they use a product. Keeping things consistent and interactions simple will make things easier for the user, and that's what a good UX looks and feels like.

Go with the flow

While designing, always keep the user journey in mind. The information architecture you define for the project will help you organise and layer information and create an intuitive navigation for your user.

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Tell a story

Everyone loves a good story, and in the world of UX, storytelling works in a more visual way. Using imagery, videos, animations and text, design teams can create it, so that the entire screen interacts with the user seamlessly.

Design with personality

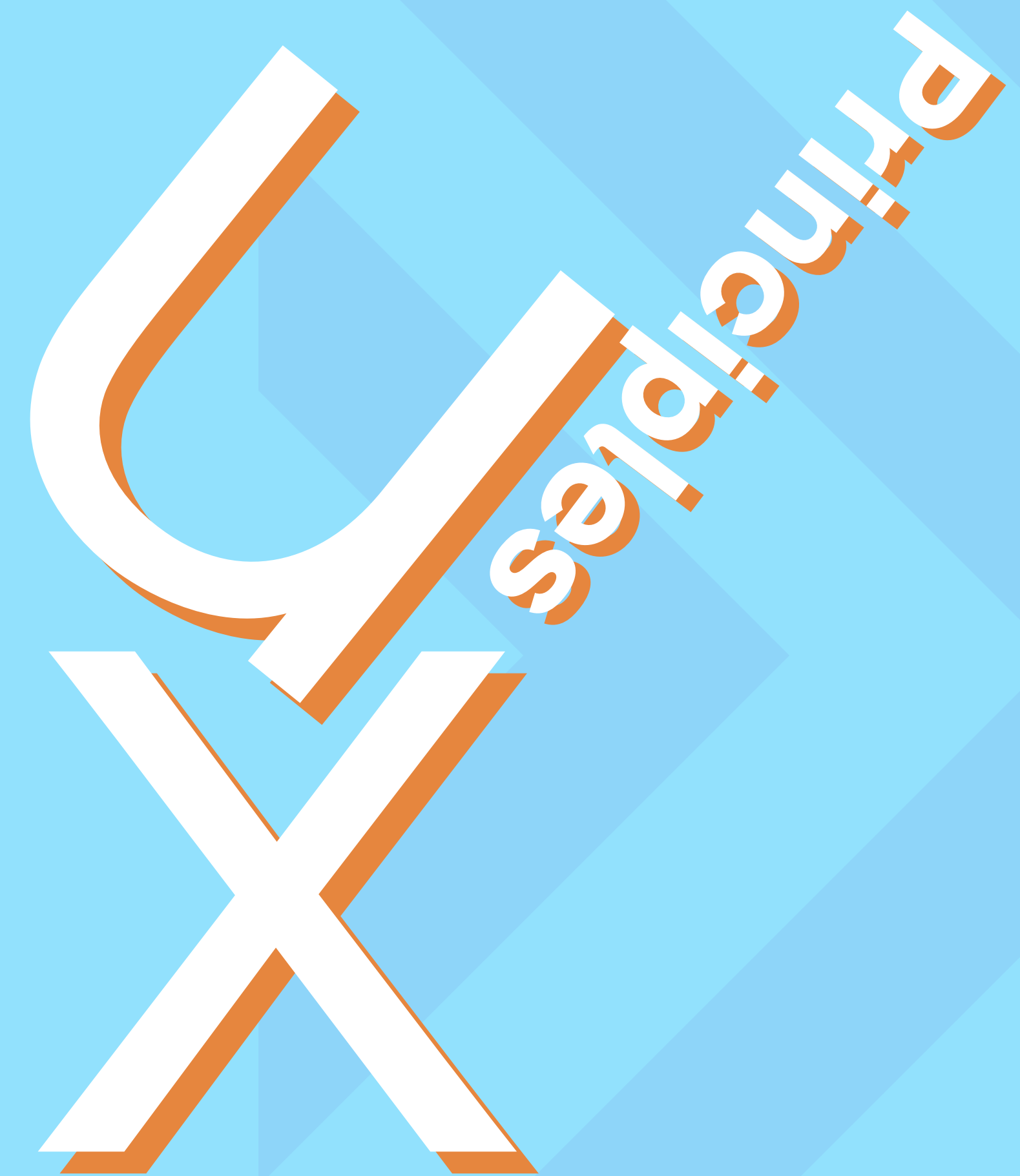
Your design can attract more users if it showcases a character or personality that interests the user persona you are designing for. Users find it hard to connect with a lifeless design, device, or code.

Practice user testing

When the design concepts have been translated into a well-defined prototype, it's time to test it with the people it's made for. It helps the team validate the work done so far, make relevant iterations and stay on track throughout.

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Main UX Tools we use:



Sketch



Adobe
Xd



Miro



Invision



Microsoft
Office

Principles

Typography

Visually appealing and readable typography holds the power to engage users and convince them to stay longer or perform an action. Good typography helps communicate the messaging, tone, and sentiment of a design piece.

Imagery

Visuals and user experience go hand in hand. Never add an imagery just because it's pretty. Ask yourself questions like, "Will the story live on without it?" and "Does this reflect my brand or business authentically?"

Layout

The layout is the structure that supports the visual elements of an interface. A well applied spacing helps a user focus on the important content and reduces distractions. A good layout makes the user find what he's looking for – easily!

Colour theory

Colours have a great influence on our mood and behaviour and that's why choosing the right scheme is so important. Ensure your colour palette evokes the right emotion. After all, emotions drive decisions, don't they?

Iconography

Iconography is a visual language that represents commands, content and makes functionality fun. They should always be simple visual metaphors that users can understand and recognize easily.

Grids & guides

A grid is like an invisible glue that holds a design together. It helps you achieve effective hierarchy, alignment, and consistency with little effort. For the UI design to look thoughtful and organized, a grid is non-negotiable.

Main UI Tools we use:



Sketch



Adobe
Xd



Adobe
Illustrator



Adobe
Photoshop



Microsoft
Office