

UNI[®]
TED
270
COMMUNICATION LAB

**PLAY
BOOK**

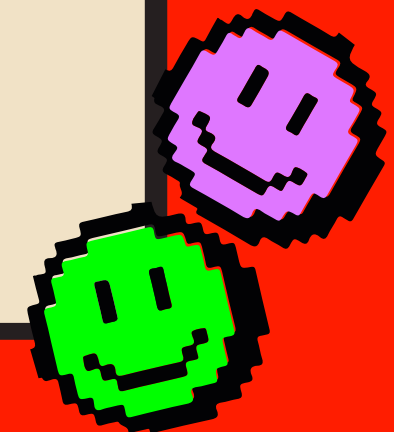


overview

At United270 Adlab, we're all about bending norms, breaking moulds, and having a blast while doing it. We're thrilled to have you join our eclectic mix of creative minds and strategic thinkers who aim to revolutionize advertising with wit, creativity, and a dash of audacity. Atoms of U270 create campaigns that don't just turn heads but twist necks.

We're in transit. From the universe to the humanverse.
Glad you could join us!

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adlab



index



our values 



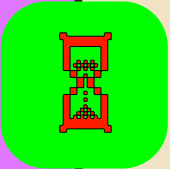
principles 



do's and don'ts 



first few weeks 



working hours and flexibility 



index



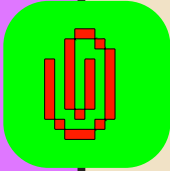
work in real life  TOYOTA



work from home L'ORÉAL



time off and leaves 



hiring process  Mercedes-Benz



leaving United270 
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

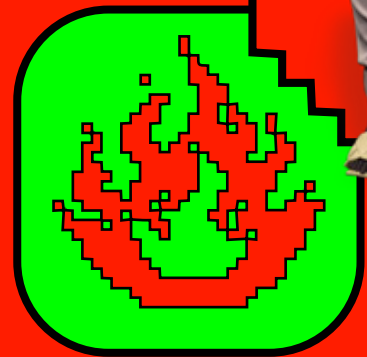




Impossible is truly nothing



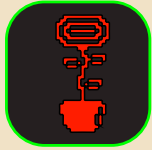
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our values



our values



Creativity

Because mundane is not in our vocabulary.



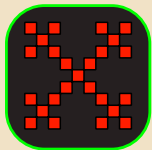
Innovation

We love to be the first ones to try the untried.



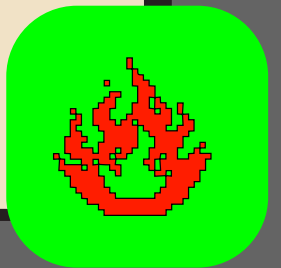
Integrity

Keeping it real, always.



Collaboration

Teamwork makes the dream work.



AMERICAN EXPRESS

Don't work without it



principles

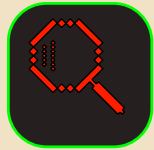
principles

The Golden Rules



be bold

Fortune favours the brave.



stay curious

Ask questions, challenge ideas, seek the unknown.



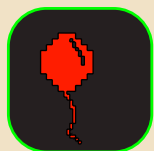
embrace your quirks

Your unique touch is what makes us shine.



keep it real

Authenticity over everything.



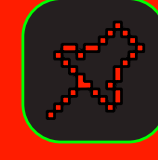
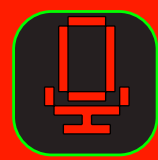
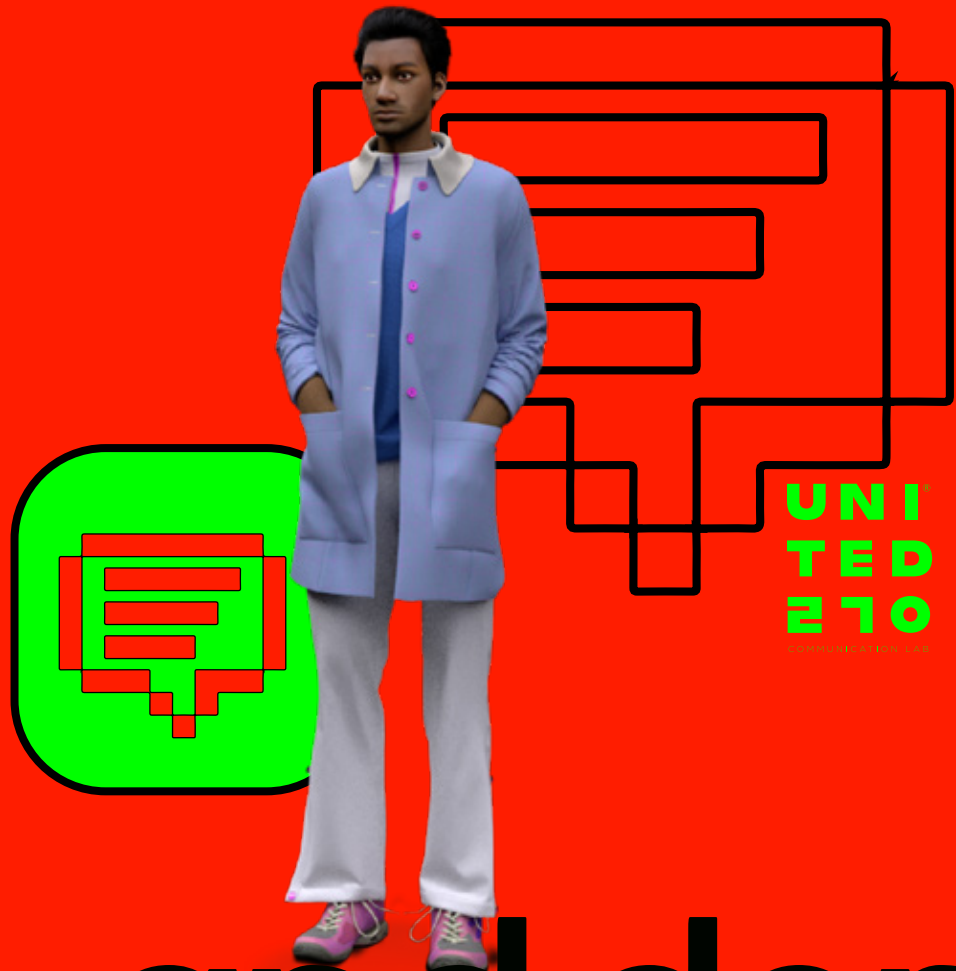
have fun

If you're not having fun, you're doing it wrong.





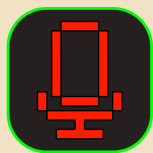
Think before doing it



do's and don'ts

do's and don'ts

DO'S



do speak up

Fortune favours the brave.



do collaborate

Ask questions, challenge ideas, seek the unknown.



do experiment

Your unique touch is what makes us shine.



do celebrate

Authenticity over everything.

DON'TS



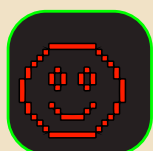
don't settle

If you're not having fun, you're doing it wrong.



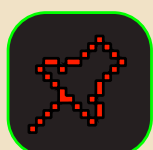
don't be a lone wolf

Your unique touch is what makes us shine.



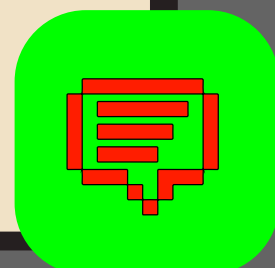
don't be afraid to LOL

Authenticity over everything.



don't ignore feedback

If you're not having fun, you're doing it wrong.





You'll love it

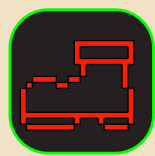


first few weeks

first few weeks

Congratulations on joining us in transit to the humanverse! Your primary point of contact until now has been a member of our HR team, now you'll be greeted by all the atoms in our universe.

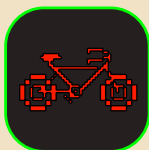
Starting a new job can be daunting. It's normal to feel overwhelmed as you adjust to new responsibilities and meet new colleagues! Don't worry, been there, done that. You'll be just fine!



day 1

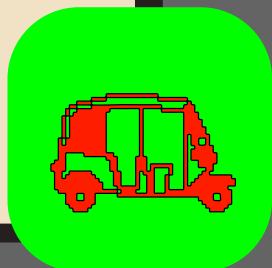
Congratulations on joining us in transit to the Welcome to your first day! We aim to keep things light and avoid overwhelming you with information. The HR team will handle the necessary paperwork, discuss banking information, and activate your IDs.

Your team lead will likely schedule an introduction with you and the wider team – and the fun will follow.



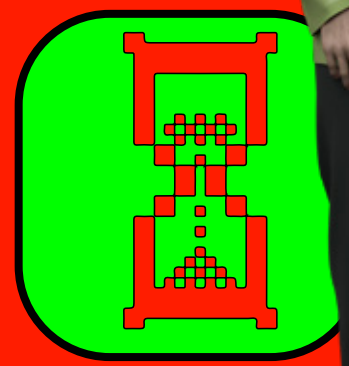
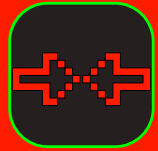
week 1

Be SpongeBob – focus on absorbing. Dive into our work culture, meet new colleagues, and understand our clients and partners. Ask as many questions as you like! Don't hesitate to reach out to them for any help or guidance.





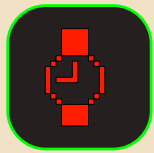
Even if you can't stop at 6:30



UNITED
270
UNIVERSITY

working hours & flexibility

working hours and flexibility



operating hours

Our standard operating hours are 9:30 am to 6:30 pm with a one-hour break. However, we understand that everyone has different speeds. You are free to leave once you have finished your tasks and updated your team on the tasks they are involved in.

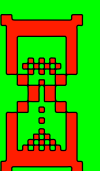
Here are things you should keep an eye out for:

- Your general well-being and how you're finding your new workplace.
- If the work, work practices, people, and culture match what you envisaged when choosing to work with us.
- Your feedback on how we can help with work and getting to know others in the organisation.
- Feedback from those working with you for advice and help the team work better together.

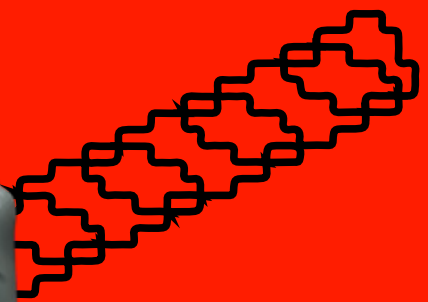


timeline to becoming permanent

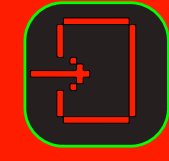
We believe in a thorough hiring process, but no process is perfect. We like to take 3 months to get to know each other. This allows both you and us to determine if we're a good fit for each other. Full benefits and permanent employee status take effect after this period, which can also be extended if one of us still needs more time.



 **TOYOTA** Let's go places together



**UNITED
270**
United270.com



work in real life



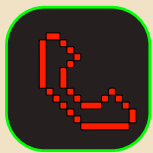
the office vibe

Our office is a playground for ideas. From brainstorming sessions to casual coffee chats, expect a space that's as vibrant as your imagination.



dress code

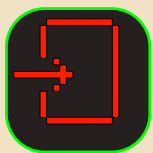
Dress for the day you want, not the job you have. Be comfortable, be you. On days we have to meet clients or other stakeholders please dress presentably in smart casuals or formals. I'm sure we clean up nicely!



how we communicate

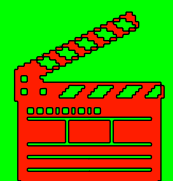
Whatsapp: For quick chats and memes.

Email: For formal communications and detailed discussions. Teams: For face-to-face meetings, even if they're virtual.



open door policy

Got an idea, concern, or joke? Our doors (and chat windows) are always open.



L'ORÉAL

Working from the office is worth it.



work from home

working from home

The Policy (Or Lack Thereof)

We get it—sometimes you need to work in your PJs or have a task that needs your physical presence. Need to work from home? Get prior approval from the higher-ups, ensure it's a one-off situation, and keep your productivity on point. Remember, we would prefer to see you every day.





You know what they say about breaks



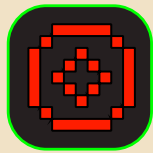
time off and leaves

time off and leaves



paid time off

You are eligible for 15 days of paid leave each year, in addition to state and national holidays. Leave days do not roll over to the next year, so we encourage you to take ample time off.



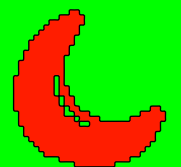
sick days

We offer a reasonable amount of sick days. Focus on getting better without worrying about leave counts. If your manager is aware and you've communicated any immediate tasks, you can take the time you need.



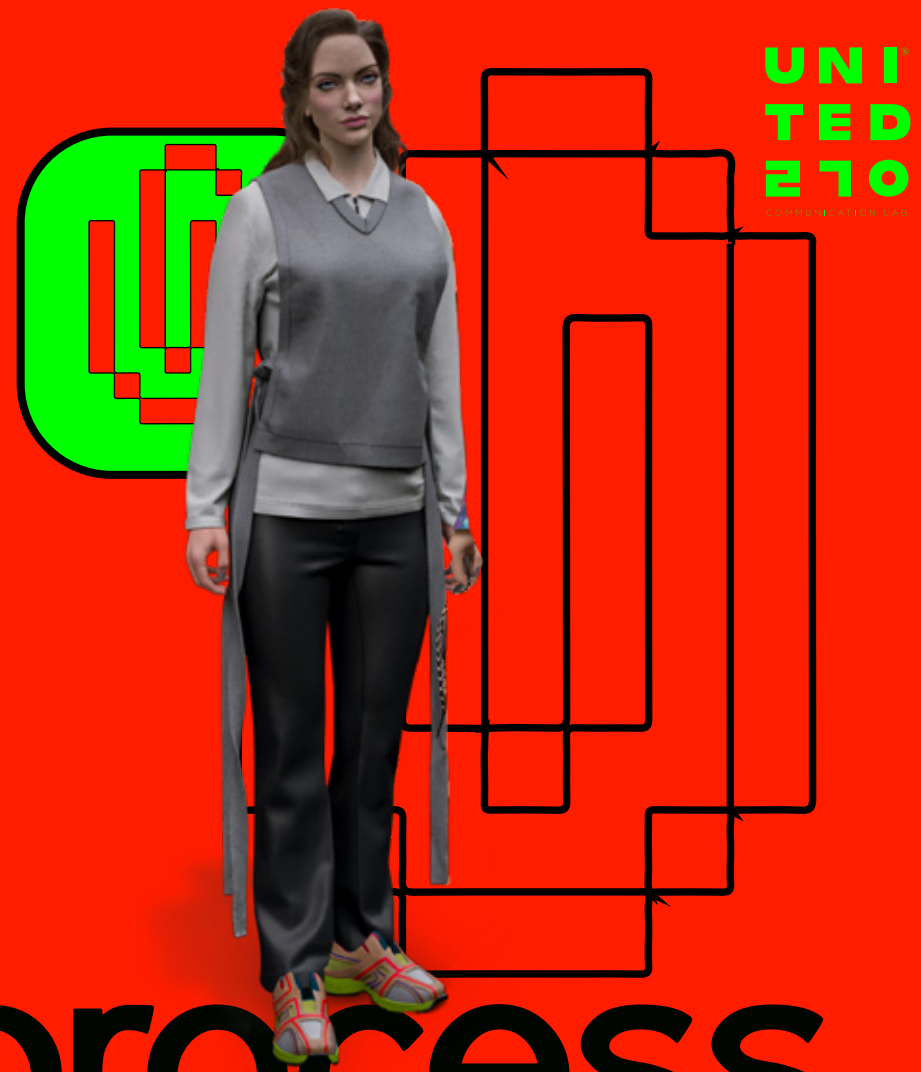
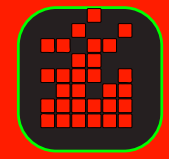
new parent leave

We offer 26 weeks of paid maternity leave and the same benefits for adopting and commissioning mothers. Fathers are eligible for 5 weeks, extendable to 8 weeks of paternity leave. We strive to provide flexible solutions that suit all parties post the basic eligibility period.





The best people. Or nothing.



hiring process

hiring process

For most roles, our hiring process includes:



exploratory conversation

An initial chat to get to know you better.



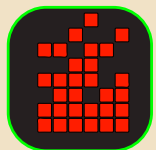
test/project

A paid test or project reflective of your potential role.



leadership meeting

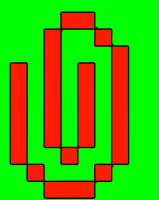
A meeting with our founders or leadership team.



team meeting

A glimpse of the team you'd be a part of.

We aim to conclude all hiring conversations and decide within 7 working days. If we decide not to move forward, we'll offer feedback and any assistance for your next steps.





ke saath bhi, United ke baad bhi.ipsum



leaving United270



notice period

We understand that career paths can change, and you might decide to move on from United270. To ensure a smooth transition for both you and the agency, we require a two-month notice period - to find a suitable replacement and ensure that any ongoing projects are handed over seamlessly.

Here's how the process works:

Resignation Letter: Submit a formal resignation letter to your manager and the HR department. Clearly state your last working day, which should be two months from the date of submission.

Exit Interview: HR will schedule an exit interview to discuss your experience, gather feedback, and address any concerns you might have. This conversation is confidential and helps us improve the workplace for current and future employees.

Transition Plan: Work with your manager to create a transition plan. This includes documenting your current projects, training your replacement (if applicable), and ensuring that your responsibilities are smoothly handed over.

Knowledge Transfer: Conduct knowledge transfer sessions with your team and your replacement. This ensures that your valuable insights and expertise are retained within the company.



final settlement

Your final settlement will be processed 45 days after your last working day. This settlement includes:

Exit Checklist

Return Company Property: Return any company property, including laptops, mobile phones, access cards, and any other equipment.

Clear Dues: Settle any outstanding dues, including expense claims, loans, or advances.

Complete Documentation: Ensure that all necessary documentation, including the handover of projects and the completion of your transition plan, is done.

Account Deactivation: Coordinate with IT to deactivate your accounts and retrieve any personal data stored on company devices.

