



TECH • CUSTOMER SPOTLIGHT

Tumblr uses shared meals to build community and attract talent

Challenge

Creating an office culture to attract and retain talent is always a top priority for Tumblr. As the team grows and culture evolves, the one thing that remains consistent is the idea of sharing meals together. In the early days of the company, eating together was encouraged by founder, David Karp. Now, as the company nears 250 employees, managing the meal program is more complex and nuanced than ever before.

Solution

To ensure internal resources stay focused on building community and culture, Tumblr partners with Zerocater to make food simple for the company.

Zerocater helps Tumblr facilitate a daily opportunity for teams to share a meal, meet informally and learn from one another. Zerocater partners with over 350 local restaurants, caterers and food trucks to offer family-style meals for companies looking to build culture and community. Zerocater's hands-on account managers learn your company's food tastes, dietary restrictions and delivery logistics to ensure every step of the process, from order to clean up, runs flawlessly.

Results

By creating a shared meal experience, Tumblr continues to build a unique culture that mimics the website: eclectic, social, creative, and community-oriented. By partnering with Zerocater, Tumblr experienced a:

- 15% reduction in time spent ordering and managing meals each week.

15% Reduction in time spent ordering and managing meals each week.

The Tumblr logo, consisting of the word 'tumblr.' in a bold, dark blue, lowercase, sans-serif font.

"The daily catered meals we get from Zerocater is one of the great perks at Tumblr. Zerocater makes ordering simple, so I can focus my time on discovering new ways to build office culture, attract talent, and retain employees."

— Megan Leet,
Head of Office Experience and Events,
Tumblr

ABOUT TUMBLR

Tumblr is a social media platform where millions of people come together to share their ideas and connect over passions through endless types of media.

- Founded in New York City in 2007
- Hosts over 341 million blogs (as of April 2017)
- Acquired by Yahoo! in 2013