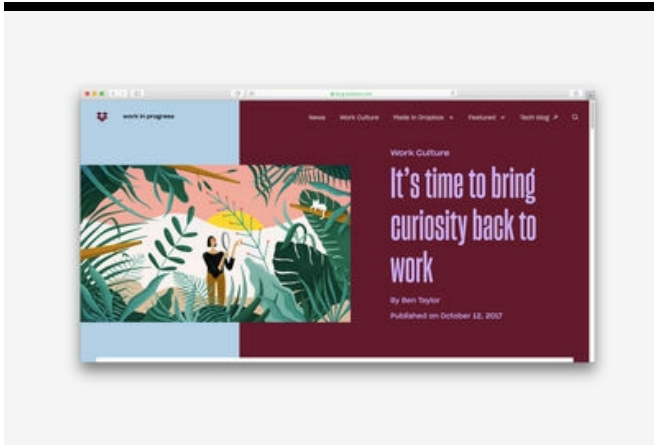


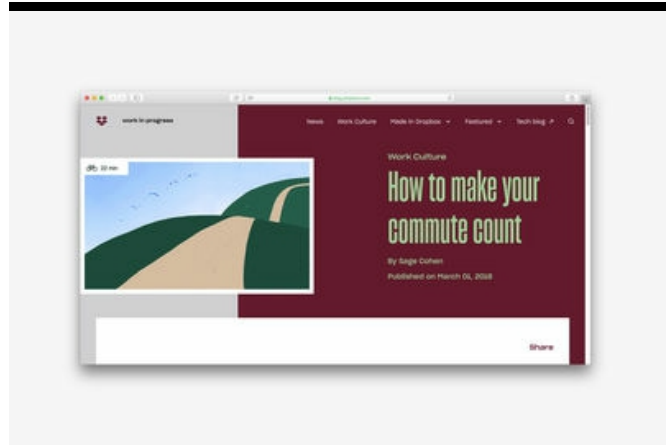
# DROPBOX'S NEW BLOG IS ALL ABOUT PRODUCTIVITY

By Livvy Houghton and Holly Friend

18 : 02 : 2019 Workplace : Culture : Productivity



Work in Progress blog by Dropbox



Work in Progress blog by Dropbox

Global – **Work in Progress** is a place for Dropbox to communicate not just its company news, but its perspective on culture and technology.

The blog content includes a news vertical, which includes information like the company's quarterly earnings; work culture, which features advice-led articles such as 'what happens when we stop looking at careers through the lens of age?' as well as featured creative work by Dropbox customers. Work in Progress is characterised by bold graphic design, putting a new spin on the mundane corporate blog.

According to the brand's global head of content Alex Moore, Dropbox's unique point of view on productivity hacks will help encourage 'a paradigm shift where both the culture of work and the tools we work with help us focus deeply on meaningful work, rather than simply keeping us busy'.

As we explored in our **Workplays** design direction, designers are challenging the typically sober workplace by injecting it with humour, wit and playful graphics.