



"Water Slide" : 30
Two office managers discuss the idea that maybe instead of installing a water slide to get people back to the office, all they really needed to do was order food from ezCater. Oh well



"On-time" :20
ezCater delivers food on-time and as ordered. Which is way more reliable and less wet than the water slide idea. Will someone get fired? Probably not.



"Facts" :15
7 out of 10 people say they'd come to the office if there were free food. This is compared to the one person we see vaulting down the water slide. Turns out, he doesn't even work here.



"Helpful" :15
Our managers find out that when your water slide breaks down. There's no quick fix. ezCater would have answered the phone in 9 seconds. And also not cause irreversible water damage.



"Operator" :15
No one likes being put on hold or talking to a computer. Call ezCater and talk to a real person.



How do you get people back to the office? Maybe you install a water slide. Or maybe not.

It was all over the news. It still is. People fled the office on a moment's notice at the start of the pandemic, and since, the question plaguing companies all over the US has been, how do you get them back?

Well, according to several studies, none of which we're going to properly cite, free food is a pretty good incentive. In fact, it's kind of a no-brainer.

So began the thinking behind our little TV campaign. Based on a highly Googled question: How do you get people back to the office?

As we find out, the answer is most definitely not by investing in an amusement park-grade water slide.

