

# 7 Questions

for Headspace team applicants

# 1.

Explain brand philosophy  
vs. guiding principals  
using first-grade English:

# 2.

As a creative, what are  
your core values?  
Do you have a motto?

# 3.

How would banter  
between Colonel  
Sanders and Forrest  
Gump go?

# 4.

ABC Electric fixes residential generators exclusively. Write their elevator pitch:

# 5.

Fill in the blanks in the following mission statement:

"To remove the 'chain' from the food chain, we raise free chickens on green pastures under the blue sky. They have no bedtime and no curfew, knowing only that when it gets dark or cold outside, they are free to come home for shelter, warmth, clean food and\_\_\_\_\_.  
That's why\_\_\_\_\_.  
Choose to eat free, and\_\_\_\_\_."



# 6.

Turn the following into a powerful, original, 2-5-word brand tagline:

“Our bookkeeping software is so amazing you have to try it to believe it. Oh, and it’s also really cheap because you save money with automated invoice reminders.”

# 7.

If you could have written any piece in history, which piece would it be, and why?



# Think you did great?

Show us the goods.

Submit questionnaire to  
[careers@headspaceny.com](mailto:careers@headspaceny.com)  
for consideration.

Every submission receives a response.