

*Your Guide to the*

—●●—  
**picaboo**  
—

Y E A R B O O K S

*Brand Culture*



# *Make No Mistake: Picaboo Yearbooks Isn't an Ordinary Company*

***We don't believe in stale ideas,  
or in limiting our people's  
growth and potential.***

Rather, we're a refreshingly fun way of doing business, exceeding customer expectations, and enabling individual and combined success. And the core concept that powers our foundation and drives our vision is our **BRAND CULTURE**.

Our brand culture is more than a set of values, principles and promises. It's the dynamic embodiment of who we are, where we've been - and where we're headed tomorrow. It's the spirit of Picaboo Yearbooks.

In this document, you'll learn the essential characteristics of our brand culture. You'll discover what makes us unlike any other kind of company in the yearbook industry - or, for that matter, anywhere else.

And just as importantly, you'll be empowered to make decisions that are in alignment with our brand culture.

**QUITE SIMPLY, IF IT FITS WITH THE BRAND CULTURE:  
DO IT! IF NOT, THEN MOVE ON, BECAUSE IT'S NOT  
THE PICABOO YEARBOOKS WAY.**



# Care

## *is Our Means and Our End*

First and foremost, Picaboo Yearbooks is a company built on **CARE**. And that means, fundamentally, we don't sell products. We sell care!

It's our job to integrate care into everything we do. So whether we're:

- Demonstrating our ground-breaking yearbook solution
- Helping a current customer solve a problem
- Lending a sympathetic ear to a customer who needs a friend

... or providing services and solutions in any other capacity, care is both our means and our end.

And remember: no gesture of care is too small or insignificant. It's been said that people may forget what you do for them, but they'll never forget how you made them feel. At Picaboo Yearbooks, we make our customers feel that we care - because we do!

Indeed, our products and their advantages will change as technology and the marketplace evolves. Today's "ground-breaking feature" will give way to tomorrow's "revolutionary benefit." Yet, regardless of what changes or how quickly that change unfolds, one thing will never change: the genuine care we demonstrate to our customers in every action, every day.

### **AND, ULTIMATELY, WHAT IS THE TRUE TEST OF OUR CARE? WHAT TELLS US THAT WE'RE ON THE RIGHT TRACK?**

It's captured by what our customers say about us. It's in their comments, kudos and feedback. It's in expressions that clearly say, in one form or another: "I can tell from what they do and how they do it, that Picaboo Yearbooks really cares about me!"



# *Quality*

## *in Our Product & Experience*

At Picaboo Yearbooks, we invest in QUALITY where it makes the biggest impact on our most important stakeholder: our customers.

So whether we're investing in:

- High quality printing processes and archival-quality paper for exceptional color reproduction
- Superior bindings that are designed to last for generations
- Web app technology that makes the yearbook creation process easy and rewarding
- Sophisticated marketing and sales material

... or any other quality-related aspect, our goal is to produce the highest quality product and customer experience at the best possible price.

Ultimately, when a customer holds or views a Picaboo yearbook, we'll have fulfilled our mission if they're deeply impressed with our quality, pleasantly surprised by our affordability, and thoroughly satisfied with their choice of yearbook partner.







# *Value*

*that Treats Every Customer as our  
Best Customer*

At Picaboo Yearbooks, we never try to be the “cheapest yearbook in the market” – because that approach reduces our awesome products into generic commodities, our talented people into mechanical order takers, and our revolutionary company into an ordinary enterprise.

Rather, we’re built to deliver measurable **VALUE** to our customers, and give them the best possible product, service experience, and price every day – not like others who only offer value during limited-time sales campaigns or via daily deal promotions. When it comes to value, we treat all of our customers as our best customers, everyday.

Furthermore, one of our guiding philosophies is full disclosure on pricing. We don’t publish artificially low prices, and then tack on hidden and not-so-hidden fees. Our prices are transparent, consistent and surprisingly affordable.

Of course, just because we refuse to compete solely on price doesn’t mean that we’re costly. When you add up all of the value we offer in our products and our sales and service experience, no one can offer a less expensive product.

**QUITE SIMPLY, WHEN COMPARING “APPLES TO APPLES,” PICA-  
BOO YEARBOOKS COMES OUT AHEAD ON VALUE -- EVERY  
YEARBOOK, EVERY TIME.**

# *Service*

## *that Goes Far Beyond Satisfying*

Picaboo Yearbook is a Silicon Valley-based company with substantial Venture Capital partners, and we've created some of the most incredible web app technology that the yearbook industry has ever seen - but we aren't a tech company. We're a **SERVICE** company!

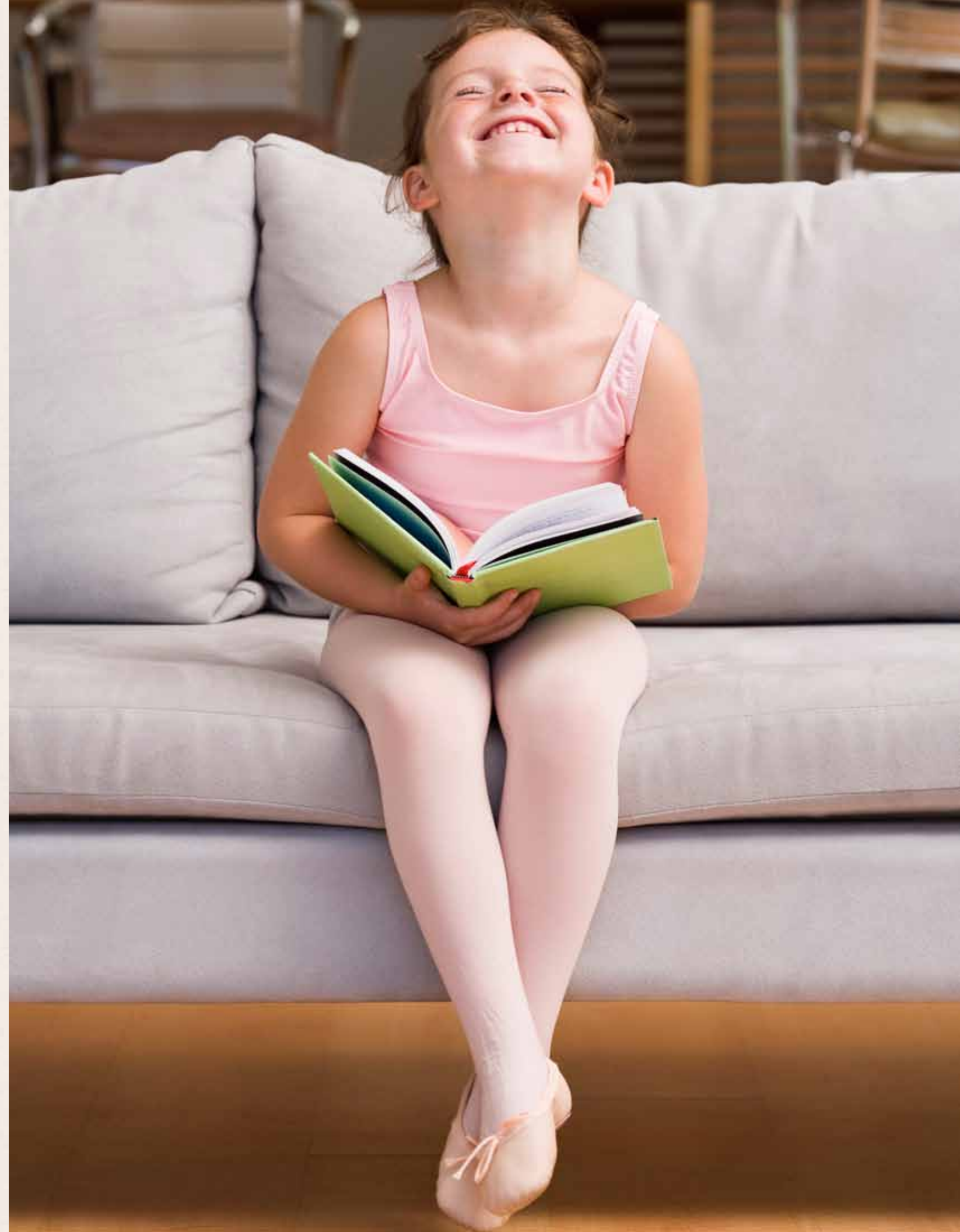
To us, technology is one of the means we use to amaze our customers with a level of service that they cannot possibly find anywhere else in the yearbook industry - period.

And that's why we view every customer interaction and "touch point" as an opportunity to demonstrate our service superiority. We don't want to merely satisfy. We want to astound, to impress, and to establish a profound emotional connection that transcends a typical, ordinary business relationship.

And what's our reward for providing a level of service that goes far beyond satisfying? It's in a growing wave of raving fans who view our service with the same gratitude and awe that they do our awesome products. It's in glowing comments and testimonials we receive, which say: "Your service completely blew me away, and I can't believe how you went the extra mile."

And most importantly:

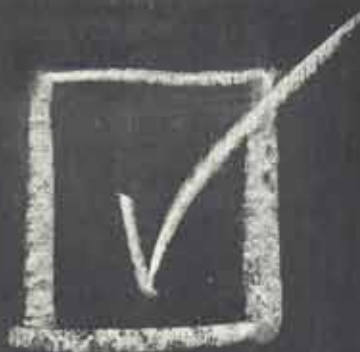
**IT'S IN OUR ROCK-SOLID REPUTATION FOR SOLVING PROBLEMS, ACHIEVING GOALS, AND CREATING SMILES THAT SIMPLY CAN'T BE DUPLICATED BY OUR COMPETITORS.**





yes

no



# Benefits

## *that Matter to Our Customers*

Everything that Picaboo Yearbooks does is built around providing our customers with lasting, meaningful **BENEFITS**. It's a commitment that runs deep into all that we do at every level, and embraces our products, our services, our marketing, our communications...everything!

So whether our:

- Engineers want to add even the smallest feature
- Marketing specialists want to send out a blog post
- Supply chain managers want to tweak logistics
- Sales professionals want to enhance their promotional tools

...or any other team member wants to propose a change that's simple or profound, minor or major, we ask the question: **IS THIS CHANGE GOING TO BENEFIT OUR CUSTOMERS?**

When the answer is yes, we find a way to make it happen efficiently and effectively. When the answer is no, we move on and never look back.

Indeed, some companies "chest-thump" themselves into a frenzy when they talk about benefits — but their actions betray a different vision.

At Picaboo Yearbooks, we have no need or desire to proclaim anything from the rooftops.

**THE PROOF OF OUR COMMITMENT LIES IN OUR  
REMARKABLE ABILITY TO ONLY DO THINGS THAT MAKE  
OUR CUSTOMERS' LIVES BETTER.**

# *A Responsibility*

## *to Make Things Better*

With our deep background in the photo book space, and a roster of talented yearbook industry veterans in our ranks, Picaboo Yearbooks certainly isn't a new entrant in the yearbook industry. Our function is far more profound than that – and so is our **RESPONSIBILITY**.

We believe that we must take a knowledge leadership role: one that elevates the yearbook industry a higher level. To that end, we're dedicated to equipping all yearbook buyers – and not just our customers – with valuable, competent information they can use to further their goals.

So whether we're offering:

- Tips to produce great content
- Design and layout suggestions
- Ways to make yearbooks affordable for everyone

...or anything else that is of benefit to individuals, groups and the yearbook industry as a whole, it's our responsibility to make it happen.

Indeed, we're asking our customers to entrust us with their precious memories. By showing our commitment to being a knowledge leader in the yearbook industry, we prove that we're worthy of their trust – and deserving of their partnership, loyalty and friendship.







*A Refreshingly*

*Fun*

*Approach to Doing Business*

At Picaboo Yearbooks, while we work hard and aim to be the best in everything we do, we don't overlook the essential importance having **FUN** along the way!

We foster a refreshingly fun environment that brings out our very best, lets our personalities shine through, and sparks smiles, laughter and joy in those that we connect with: our customers, our colleagues, our partners, and our communities.

Ultimately, we don't think that fun and success are mutually exclusive trade-offs. Rather, they're perfectly aligned and directly support each other. The more fun we share and inspire, the more enjoyable our growth and success.

It's a refreshingly fun approach to doing business, and a core part of our identity and culture.

***Bringing the  
Picaboo Brand Culture to  
Life***

As you've discovered, the Picaboo Yearbooks brand culture is more than a set of values, principles and promises. It's the dynamic embodiment of who we are, and the essential spirit of Picaboo Yearbooks.

However, bringing this spirit to **LIFE** is not the task of this, or any other document. That duty belongs to everyone who directly or indirectly connects with our customers.

**THAT DUTY NOW BELONGS TO YOU!**

And the harder, smarter and better we work as individuals and teams to bring our brand culture to life, the more we succeed, the more we achieve, and the stronger our company grows.

**TODAY, TOMORROW - AND FOR DECADES TO COME.**





[picabooyearbooks.com](http://picabooyearbooks.com)

Copyright © 2012 Picaboo Corporation