

Curo Space Project

On Wednesday 22 November, Curo became the first Microsoft Partner in Space. The recruitment agency launched a Surface Book laptop into the stratosphere with a message for all UK Microsoft contractors.

The message was that Curo will go the extra mile for Microsoft experts seeking work – even 21 miles into Space.

The event was captured by a camera crew as well as an onboard video, producing some spectacular footage.

100 Microsoft contractors were also given a chance to send a postcard into Space with their personal message. Each postcard was returned with a certificate of authenticity to prove where it had been.

Here's some of the feedback from Microsoft Contractors:

"This is definitely the most unusual email I have ever received on a Monday morning!!! But what a cool idea!"

Guillaume G.

"This is possibly one of the most nuts marketing campaigns that I've ever seen; well played!"

Andy T.

"I have a small website and will put something on this later and give Curo Talent full credit. Great idea."

Valerie H.

Fun science facts: the payload reached 34,215m, it encountered temperatures as low as -58.9C, and the peak descent rate was 212mph. By the time it reached the ground, and its parachute was fully deployed, it had slowed to 8mph.



View video of the laptop in Space; click YouTube.

Website 'Users' increased 10 fold

Month	Users	Page Views
September	393 people	2,110 views
October	828 people	3,804 views
November	3,081 people	11,385 views

LinkedIn 'Clicks' rise by 7,700%

Month	Likes	Clicks
September	7 Likes	7 Clicks
October	110 Likes	162 Clicks
November	340 Likes	652 Clicks

Twitter 'Clicks' up from 6 to 3,500 per month

Month	Likes	Clicks
September	3 Likes	6 clicks
October	45 Likes	17 clicks
November	265 Likes	3,500 clicks