



# Bored Panda: turning creativity into a culture of engagement

## MEET BORED PANDA

FOUNDED

2009

EMPLOYEES

400+

IN A NUTSHELL

Bored Panda is one of the most well-known creative media companies in Lithuania, reaching millions of internet users around the world every day with its content.

## CHALLENGE: HOW TO TURN INTERNAL CULTURE INTO A DAILY ENGINE OF CREATIVITY

As the international team expanded, the organization aimed to reinforce its internal culture, accelerate communication, and nurture gratitude and motivation among employees.

Bored Panda set an ambition for creativity and positive energy to thrive not only in its external content but also within the daily life of the team. For a creative workforce, gratitude, psychological safety, and good emotions aren't just *nice-to-haves* – they are the daily fuel behind ideas that reach audiences worldwide.

Recognizing the power of a strong internal climate, the company began searching for a way to spark a snowball effect of positivity and results. As the team and project scope grew, it became clear they needed a solution that could boost motivation and appreciation, streamline benefits and rewards, and ease the HR team's manual workload while preserving a human touch.



*Experimentation and searching for the best solutions are part of the company culture, so together with the HR team, we tested several employee motivation tools.*

*In the end, we chose MELP.*

*MELP has become a reliable and convenient app for us, where employees value the wide range of partner discounts and personal budgets for different occasions.*

*Everyone can use them according to their own needs, while for us, it provides a clear and flexible way to strengthen team motivation.*

**Agnė Kuodė,**  
Head of People



## A PLATFORM THAT SPARKED A POWERFUL SNOWBALL OF GRATITUDE AND TEAM ENERGY

With MELP, Bored Panda employees received everything in one place, from gift vouchers to discount offers.

After introducing MELP, the Bored Panda team has woven creativity, gratitude and motivation into a single, living culture.

The “fighting boredom” philosophy has shifted from just an audience promise to an internal mindset that now fuels the people behind the stories every day.

# THE OUTCOME



**90 %**  
of employees  
have downloaded the  
MELP app

The app has become part of the team's everyday routine.



**253**  
employees have used  
at least one  
discount offer

Partner deals are becoming another source of real, measurable value.



**16 289 € +**  
spent by employees  
in the MELP store  
in 2025

Tangible value that motivates and strengthens engagement.