



# acts of happiness



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livehappy™

# An Invitation to Partner with us

- Live Happy: Who we are
- The Happiness Category
- Partnership benefits
- Promoting Happiness
  - Supporting the Acts of Happiness Campaign: Details, History
  - 2015 - vision



# Leader in the Happiness Space

- Leader/voice of \$10 billion Happiness Space
  - Proponent of burgeoning global movement
- Only resource offering science & art of a happier life
  - Staff, contributors comprising
    - Experts, researchers, scientists
    - Seasoned journalists, creative designers
- Unique, timely content
  - Universal appeal – consumers hungry for it
  - No one else is covering
- Sold at 12,000 outlets nationwide

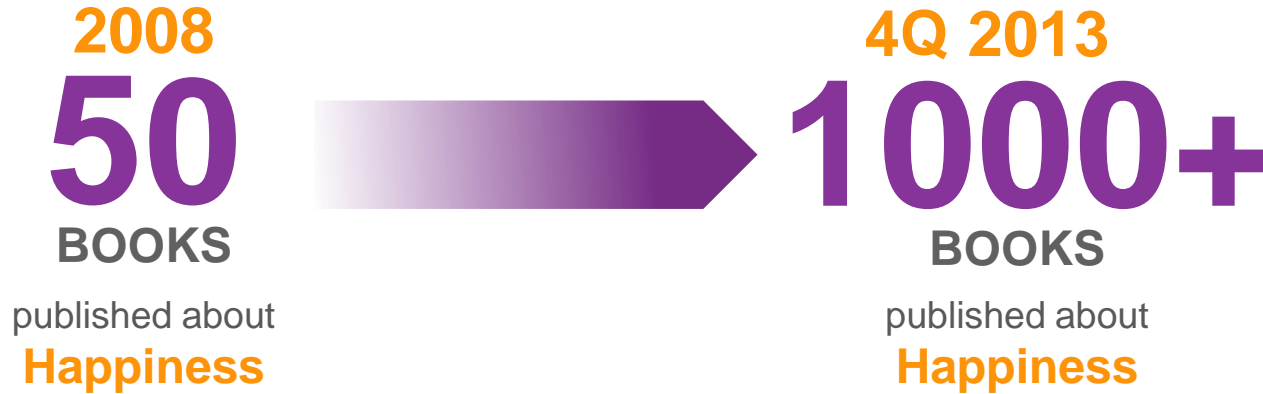


# HAPPINESS: A \$10 Billion Business

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## And growing...

- Americans annually spend \$10 billion seeking happiness
  - CDs, books, seminars, self-help



- Google analytics show an explosion in searches for it

# HAPPINESS:

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- Universities offering Happiness courses is fast-growing



- Governments appointing cabinet positions to oversee it







<https://www.youtube.com/watch?v=NanLE1daf3w>

# Partner with livehappy™

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Participate with us for the second annual  
acts of happiness  Campaign

**ALIGN**



**CREATE**

**your brand with Happiness**

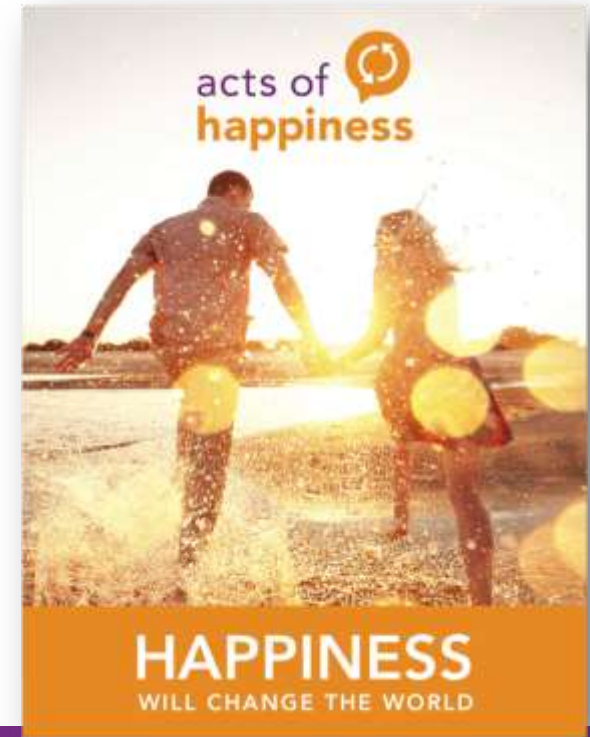
- Visually
- In consumers' minds

**action, lead conversation around Happiness**

- Nationally
- Local communities

# Acts of Happiness: The Campaign

- Acts of Happiness demonstrates how easy it is to share, spread happiness
- Campaign includes:
  - Partnership with the United Nations
  - “Disruptive” multi-city Happiness walls
  - Online presence, activities
  - Robust social media conversation
  - PR efforts
  - Educational programs
    - Schools, Universities
  - Celebrity involvement

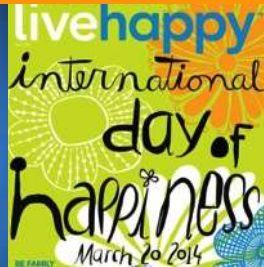




# MARCH 20: United Nations International Day of Happiness

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- Sanctioned/named by the United Nations in 2012
  - Started in 2013
- *Live Happy* plays leadership role using March 20 to draw attention to global movement to:
  - Share, spread happiness
  - Spotlight the power, promise of happiness



THE INTERNATIONAL DAY OF HAPPINESS  
"To promote happiness as a  
universal goal and aspiration  
in the lives of human beings  
around the world."  
THE UNITED NATIONS

ModernMarriott.com

# United Nations + Live Happy

- Work closely with UN to highlight day
  - Shaped, underwrote unprecedented day-long series of events
    - Including 2 sessions within the General Assembly
- Developed relationships with UN offices, NGOs
  - Happiness leaders
  - Business leaders



# Happiness Walls in 30 Cities

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- Sprout up nationwide
  - In Canada, Great Britain too
- High-traffic areas
- Disruptive
  - Stopped people in their tracks
- Engaging
  - Garnered media attention
- Incited people to share happiness
  - Sign up for database



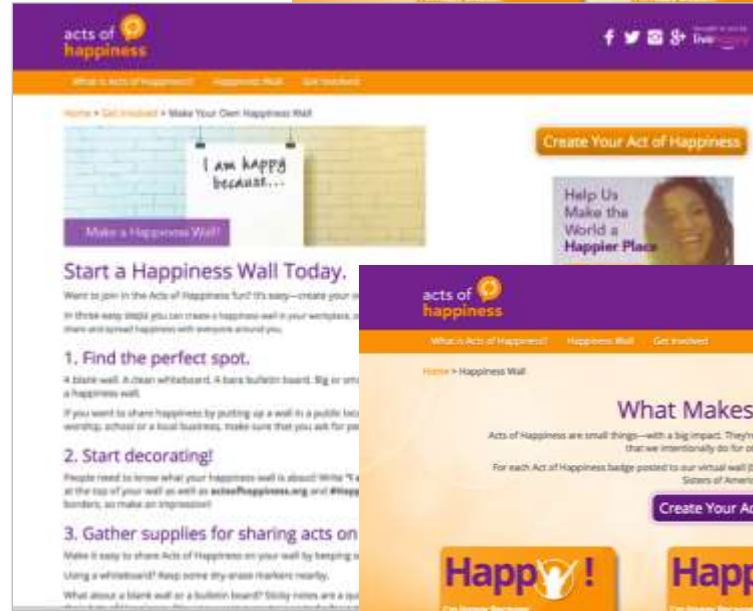




# Online Presence

## Actsofhappiness.org

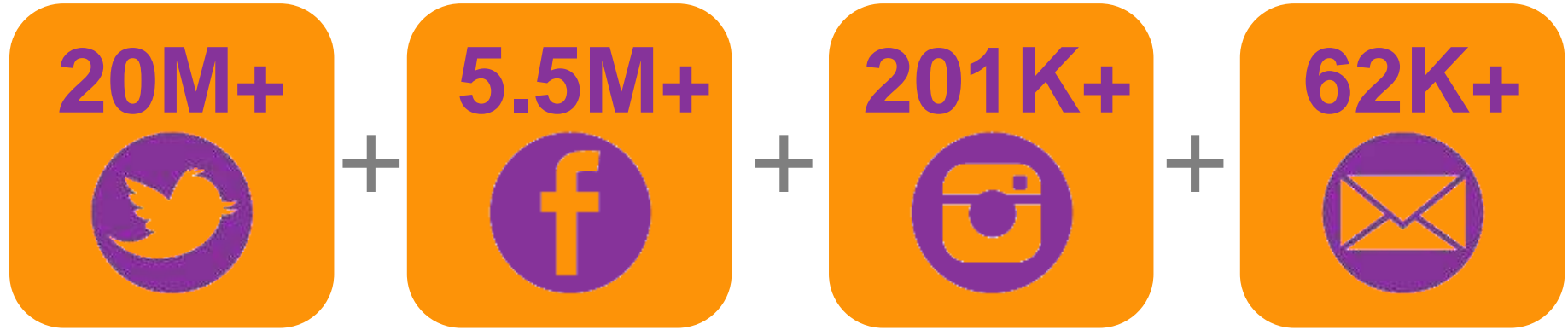
- Aggregated campaign information
- Invited participation
- Offered instruction
  - Put up your own wall
- Solicited feedback
- Became a social media landing page





# Social Media

**#HappyActs** trended globally peaking in major cities



**30,000,000+**

- tweets, posts, likes, shares
- In more than 15 countries
- Across all social media channels

# Celebrities Jumped In

## Maya Angelou, Poet



Maya Angelou @DrMayaAngelou · Mar 20

When we decide to be happy we accept the responsibility to bring happiness to someone else. [#happyacts](#)

## Kristin Davis, Actress



Kristin Davis @KristinDavis · Mar 20

Want to be happy? Adopt an orphaned elephant + be a part of their healing [#happyacts](#) @DSWT

## Kerry Washington, Actress/Activist



kerry washington @kerrywashington · 6h

[#HappyInternationalDayofHappiness](#)! How are you celebrating via [@mylivehappy?](#) [bit.ly/1gKQF8k](#) -kw's krew [#actsofhappiness](#)

## Bobby McFerrin, Singer/Composer



bobby mcferrin @bobbymcferrin · Mar 20

To me, it's our job as artists. You must bring joy. How do YOU bring joy? [#HappyActs](#) [ow.ly/uGz2G](#) [pic.twitter.com/agfMxuiHmn](#)

## Arianna Huffington, Founder, Huffington Post



Arianna Huffington @ariannahuff · 13h

Happiness is contagious! Celebrate International Day of Happiness with me today! Pledge your [#happyacts](#) at [actsofhappiness.org](#)

## Alysia Reiner, Actress



alysia reiner @alysiareiner · Mar 20

happy acts of happiness day! My goal: how many hugs can I give??? [@mylivehappy](#) [#happyacts](#) [#livhappy](#)

## Shawn Achor, GMA Host/Author



Shawn Achor  
@shawnachor

Happy International Day of Happiness! How are you celebrating to spread your [#RippleEffect](#)? Try [#actsOFhappiness](#)

## Russell Simmons, Founder, Def Jam Records



Russell Simmons @UncleRUSH · 8h

Happiness is contagious! Celebrate International Day of Happiness with me today! Pledge your [#happyacts](#) at [actsofhappiness.org](#)

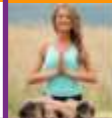
## Bethany Frankel, Talk Show Host



Bethenny Frankel @Bethenny · Mar 20

Clap along if you know what happiness is to you! Because I'm happy!!! [#HappyActs](#) [@Pharrell](#)

## Colleen Saidman, Yoga Shanti



Colleen Saidman @colleensaidman · Mar 20

Join me + [@MyLiveHappy](#) on a global mission to spread happiness! Declare your [#HappyActs](#) today at [actsofhappiness.org](#)

# PR Effort

**500 million** media impressions in five countries

## Broadcast

- 146 television segments (national, local)
- 28 radio segments

## Print

- 50 newspapers across the US

## Online

- 25 blogs
- 254 online stories



# Reaching Students: Educational Outreach

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## Schools nationwide put up own walls

- Kicked off social trending with University Campus Pilot Program
  - Fairleigh Dickenson's three campuses:
    - New Jersey
    - Vancouver, Canada
    - Oxford, England
- Expanding to other universities in 2015



# Partnership with Happiness...

**Aligns your brand with happiness**

Authentic, real,  
tangible

**Happiness is disruptive, engaging, inviting**

Acts of Happiness proves that

**Alongside the leader in the space**

Delivers legitimacy

**Adds jet fuel to your brand message**

Put any verb in front of “happy” - go ahead....

**Applies to an internal AND an external audience**

Employees and consumers



# VISION: March 20, 2015

## Global Happiness 2.0

**Connect with the  
United Nations**



**Deploy walls across  
the US**

Locations based on YOUR input  
Global options

**Social Media blitz**

Connected to partner



**Maximize celebrity  
involvement**



# Partnering with Acts of Happiness

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- Co-naming rights
  - With *Live Happy*
- Input on wall locations
  - (number tbd)
  - March 20 day-long event tied to UN
- Turn-key program executed by field-tested team
- Six (6) full-page ads in Live Happy Magazine
- Participation with United Nations
- Participation in aggressive PR program
- Co-ownership of social program
- Access to database of 200,000+ names
  - Co-ownership of names generated at each wall/online
    - For marketing