# The Next Revolution is about Happiness: A Campaign about the Effects of Stress on Young Adults

Artemisia Gioti

ID Number: 186586

Dr. Katerina Diamantaki

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Abstract:

Young adults spend approximately six hours everyday stressing and worrying about different issues. The constant worry and uncertainty about the future, technology, information overload, social media, and lifestyle choices affect the mental well-being of young adults. Motivated by this reality, the proposed campaign, conceived and implemented by the United Nations, aims to spread joy by encouraging young adults to make six small actions of happiness for themselves and others every day.

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## Introduction:

Exposure to stressful situations is one of the most common human experiences. Stress affects people's daily lives and it can be either from unexpected calamities or routine daily situations. The constant worry and uncertainty about the future, technology, information overload, social media, and lifestyle choices affect the mental well-being of young adults (Lines et al, 2018; Finkelstein-Fox, Park, & Riley, 2018). In addition, it has been proven that periods of economic crisis, college, and financial worries lead to increase anxiety and stress levels (Mol, 2016; Bland, Melton, Welle & Bigham, 2012). According to the UK Youth organization young adults spend approximately 6 hours per day stressing and worrying about several concerns ("What's your Stop, Look, Listen pledge to #KeepMeSafe?", 2018). For these reasons, the campaign created on this study from the United Nations, aims to reduce stress levels among young adults from the age of 18 to 25, and encourage them to enjoy the small happy moments in life.

## Literature Review:

United Nations is an international non-profit organization that was created in 1945 ("Overview | United Nations", n.d.). After the World War II was over, the world needed peace ("About the UN | United Nations", n.d.). For this reason, in 1945 in San Francisco fifty-one countries gathered together for a conference to sign a document that aimed to bring world peace ("1945: The San Francisco Conference", n.d.). The conference had representatives from over 18% of the world population from different cultures, religions, continent, and races that were determined to start an organization that will help people and preserve peace ("1945: The San Francisco Conference", n.d.). The aim of this organization was very clear, and as the President Truman stated the day that the charter was signed is that now "the world can begin to look forward to the time when all worthy human beings may be permitted to live decently as free people" ("1945: The San Francisco Conference", n.d.).

Nowadays, United Nations is an organization that takes actions comforting humanity by perceiving and fighting for peace, environmental issues, food production, governance, security, terrorism, gender equality, health emergencies, human rights, human well-being and many more ("Overview | United Nations", n.d.). Moreover, it provides an opportunity for its members to express their opinions and views on different topics through the General Assembly, the Security Council, the Economic and Social Council, and other bodies and committees ("Overview | United Nations", n.d.). With this way United Nations

is empowering dialogue and negotiate situations between the members of the organization to solve problems together (“About the UN | United Nations”, n.d.).

United Nations is a non-profit organization with branches all over the world that aims to preserve peace and human well-being. For these reasons, the United Nations branch in Greece has identified the need for a campaign that will underline the meaning of happiness and reduce stress levels among young adults. This will be achieved through “joy marketing” which is a form of advertising and a communication strategy that aims to trigger emotions of joy (Macdonald, 2015).

According to the results of a study conducted by the UK Youth Organization, a leading national charity organization, in 2018 showed that young adults spend approximately six hours every day feeling stressed or worried about several different problems ("What's your Stop, Look, Listen pledge to #KeepMeSafe?", 2018). The study used a sample of 1,000 young adults in the UK from the age of 18 to 25 years old, and the results showed that 1 out of 10 young adults do not have someone to discuss their concerns, and that 68% find it very difficult to share their problems ("What's your Stop, Look, Listen pledge to #KeepMeSafe?", 2018).

Stress is a “substantial imbalance between environmental demands and the response capability of the focal organism” (Rauch, Fink, & Hatak, 2018). It is a modern phenomenon and all people are exposed to stressful events and situations that affect physical and mental health (Lines et al, 2018). Financial worries, everyday hassles, and life changing events are the most common factors that trigger stress (Lines et al, 2018). Normal levels of stress are healthy since they challenge and boost people to perform better, but extreme stress levels can be a threat (Finkelstein-Fox, Park, & Riley, 2018). According to the American Psychological Association report, the most common stressful events in 2017 were the future of the nation with a 63%, money with a 62%, work with a 61%, political climate a with 57%, and violence with a 51% (American Psychological Association, 2017). However, in 2014 the most common stressor factors in the United States were money with a 64%, work (if employed) with a 60%, family responsibilities with a 47%, and health related concerns with a 46% (American Psychological Association, 2014). As it is noticed, stressor factors change throughout the years and nowadays there are more things that cause stress to young adults.

Computer mediated communication (CMC) is defined as a form of human communication that occurs through the use of electronical devices (Squires, 2016). Such communication occurs trough the use of social media, mobile phones, instant messaging, emails, and blogs (Ho, Hancock, Booth, & Liu, 2016). The mobility and availability of the mobile phones today has led to the dependence of computer mediated communication (Al-Menayes, 2015). This is a phenomenon that has started arising the last decades and has led to what is called internet addiction (IA) (Al-Menayes, 2015). Internet addiction is a crucial and common problem that leads to mental health concerns especially on young adults and adolescences (Adams, 2016, p. 23).

Internet is an essential tool that people use for everyday convenience such us, shopping, communication with other people, and the gathering of information (Adams, 2016, p. 24). But the overuse and dependence on the internet leads to problems in the daily lives of people (Al-Menayes, 2015). Internet addiction has been associated with anxiety, suicidal ideation, aggression, violence, stress, depression, and anti-social behaviours (Adams, 2016, p. 24; Modara et al., 2017). The results of a study that determined internet addiction among students showed that 23.8% of the students had a moderate internet addiction (Moghanizadeh, Farnam, Talebi, & Asvadi, 2018).

Furthermore, technology is a key factor that leads to the huge amounts of information (Pijpers, 2010). "Information is defined as a form of data" with four attributes: a) information needs to be accurate and received in time, b) it is well organized and fulfils a purpose, c) it allows the receiver to process the context of the message, and d) it improves understanding and minimizes uncertainty (Melinat, Kreuzkam, & Stamer, 2014). The synchronous and asynchronous communication forms and the availability of information that derives from electronic sources have led to the limitations of human processing (Pijpers, 2010). People are exposed daily to news, advertisements, articles, blog posts, social media posts, reports, radio news, television, and emails where the human brain cannot or have the time to process all the information that is being given (Sadiku, Shadare, & Musa, 2016). All these information leads to information overload and causes high levels of stress on people (Pijpers, 2010).

According to researcher's behavioural addiction is a psychological process that show problematic behaviours and requires attention (Franchina, Vanden Abeele, van Rooij, Lo Coco, & De Marez, 2018) One of these psychological processes that highlight

problematic digital use is the "fear of missing out" (FOMO) that was firstly discussed in the early 2010 (Elhai et al., 2018; Franchina, Vanden Abeele, van Rooij, Lo Coco, & De Marez, 2018). Fear of missing out is a psychological concept defined as an anxiety of missing information and being absent of other people's experiences, and the desire to stay connected with other people's lives all the time (Elhai et al., 2018). This type of fear has been associated with negative effects on the mood, emotional distress, sleep problems, anxiety, and depression (Scott, & Woods, 2018; Elhai et al., 2018). Moreover, a study that was conducted in 2018 showed that the social media behaviours regarding the "fear of missing out" emerge from the lack of confidence and the urge of self-improvement via the connection of other individuals (Bratu, 2018).

Even though technology is one of the main factors that leads to high levels of stress today, there are more issues such as the financial crisis and financial worries, that disturb the mental well-being of young adults. According to the article "Migration aspirations of European youth in times of crisis" in 2016, the global economic recession has led to increasing unemployment levels in the European Union (Mol, 2016). Young people have been affected more since one third of them are believed to be unemployed today (Mol, 2016). These unemployment rates have been related to immigration. Young educated people immigrate to try and persuade a better quality of life by accepting jobs that are below their educational qualifications (Rosen, Halbesleben, & Perrewe, 2012). Especially in Greece where the ongoing financial crisis has affected the mental health of the population (Economou et al., 2014).

The uncertainty about the future, the constant worry about money, and job carrer related issues are highly associated with increased stress levels. The need for a mental health promotion is essential during periods of economic crisis (Economou et al., 2014). Social capital plays an important role on people's lives since it is "conceptualized as a way of describing social relationships within societies or groups of people" (Economou et al., 2014). During periods of economic downturn, it is important to strength the social capital, since it has been proved that low economic and social capital can result in anxiety, distress levels, as well as poor health (Economou et al., 2014).

Finally, college is a stressful period for many young adults. College students have to adapt on a new environment and educational system, which something that results to high levels of anxiety (Misra & Castillo, 2004). According to several studies' college

students are considered to be in higher risk concerning their psychopathology, rather than other people in the same age (Panagiotopoulou & Pasxali, 2012). At this period students have to deal with social, academic, and personal challenges that are stressful (Bland, Melton, Welle & Bigham, 2012). According to the American Institute of Stress in 2008 eight out of ten students experienced stress in their daily lives (Marksberry, 2011).

### Benchmarking of Global Campaigns:

According to the book "*Benchmarking: A Guide for Your Journey to Best-practice Processes,"* benchmarking is the process of measuring and comparing an organization against other organizations anywhere in the world (Coers, Henderson, & Elliott, 2001, p.1). This process helps organizations to understand practices, different philosophies, measure effectiveness, and improve the performance of the organization (Coers, Henderson, & Elliott, 2001, p.2). The benefits of this process are that it assists organizations to set clearer goals, manage changes, overcome arrogance and problems, see "outside the box, improve profits, and reinforces change (Coers, Henderson, & Elliott, 2001, p.2).

Since the campaign created on this study aims to reduce stress levels and encourage young adults to enjoy the happy moments in life, it is important to look and analyse previous campaigns that aimed to trigger emotions of joy and happiness. The Jonnie Walker whiskey brand in 2015, created a campaign with the name "Joy Will Take You Further, Keep Walking," which is the revolution of the "Keep Walking" campaigns ("Johnnie Walker® Launches Biggest Campaign in Brand's History," 2015). This campaign was the biggest campaign in the brand's history that launched in 50 countries and promoted the idea that the journey of joy leads to success and it the key for making progress (Jonnie Walker Korea, 2015; ("Johnnie Walker® Launches Biggest Campaign in Brand's History," 2015). The campaign also underlined that hard work will help people reach their goal, but joy will take them further (Jonnie Walker Korea, 2015). The ad was based on true stories from famous people who have walked with joy such as Jenson Button who is a formula one world champion, Jude Law who is an Oscar-nominated actor, Zhao Wei a Chinese actor, the US rock band OK Go, and finally Montserrat Oliver who is a Mexican supermodel ("Johnnie Walker® Launches Biggest Campaign in Brand's History," 2015).

Additionally, another example of joy marketing is the #ShareTheJoy campaign that was created by the Reddi-wip's company. The insight of this campaign was that only 2 out

of 5 Americans think that they have enough joy in their lives ("Reddi-wip's #ShareTheJoy campaign spreads joy by sharing joy", 2015). The results of a survey conducted in the United States by the Reddi-wip's company showed that 93% of the people want to find more ways to experience joy, and 94% agreed that joy is more powerful when shared with other ("Reddi-wip's #ShareTheJoy campaign spreads joy by sharing joy", 2015). Also, the survey showed that 7 out of 10 Americans do not have enough time to celebrate and enjoy the everyday small moments in life ("Reddi-wip's #ShareTheJoy campaign spreads joy by sharing joy", 2015). For these reasons, the brand created a campaign to encourage people to connect with others and help them feel the moment and share joy ("Reddi-wip's #ShareTheJoy campaign spreads joy by sharing joy", 2015).

Likewise, the "WestJet's 12,000 Mini Miracles" campaign created by the WestJet airlines in 2015 aimed to spread joy and act of kindness (Hounslow, 2015). The purpose of this campaign was to help 12,000 WestJetters across the network to buy and submit 12.000 mini miracles over 24 hours period ("WestJet Christmas Miracle: 12,000 mini miracles - The Shorty Awards", 2015). People who where travelling with WestJet shared in front of a booth, which were placed inside the airports, what do they want to get as a Christmas gift (WestJet, 2015). Then a team of WestJet volunteers who monitored in real time the wishes of the people had to go and buy the gifts and deliver the presents (WestJet, 2015). This act of kindness managed to deliver 31,371 mini miracles during the Christmas period and helped put a smile on the faces of the consumers.

Another example of joy marketing is the "#ImLovinIt24" campaign from McDonalds's that took place in the 24$^{th}$ of March in 2015 (McDonald's Corporation, 2015). The fast food brand decided to celebrate the worst sales of the brand over the last decade with 24 moments in 24 different cities within 24 hours (Armstrong, 2015). The campaign started in Sydney with a huge coffee cup filled with balls so that people can dive into (Armstrong, 2015). The "#ImLovinIt24" campaign took place in different cultures and with different executions. For instance, the Italian McDonalds hosted a pyjama party, the drive-thru costumers in Philippines were treated with a free breakfast, in London the famous singer Jessie J held a secret bus tour, in Vienna a philanthropic orchestra surprised the guests of the fast food restaurant, and in in Stockholm the Swedish national ski team put on a fashion show (Armstrong, 2015). The campaign aimed to bring people together, have fun, and enjoy the moment (McDonald's Corporation, 2015).

## Strategy Overview:

Nowadays, stress has become a common human experience. Young adults spend approximately six hours per day stressing and worrying about several problems. Technology, social media, information overload, fear of missing out, financial worries, financial crisis, and collage worries have led to high levels of stress among young people. For these reasons United Nations, a non-profit organization, has identified the need for a campaign that will aim to decrease high levels of stress and underline the importance of happiness.

## Objectives:

The campaign created on this paper has two types of objectives: a) campaign objectives and b) media objectives. The campaign objectives aim to inform, increase awareness, and persuade students to take action and start the revolution, whereas the media objectives are more specific and realistic. They aim to identify the ideal combination for advertising and marketing through media platforms (European Centre for Disease Prevention and Control, 2016). Moreover, media objectives are Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) (European Centre for Disease Prevention and Control, 2016).

## Campaign Objectives:

- Inform 40% of young adults (18-25) who live in Athens, about the causes and effects of stress.
- Raise awareness by 35% among young adults (18-25) in Athens about the campaign's key statistic, namely that amount of time (6-hours) that they spend daily worrying and stressing over different problems.
- Provide a platform where young adults (18-25) in Athens can share with other people the reasons why they are stressing.
- Persuade 25% of the young adults (18-25) in Athens to generate content online by spreading happiness.
- Make young adults (18-25) in Athens value the importance of happiness in their lives.

Media Objectives:

- 60% of young adults who live in Athens should be exposed to the main messages and media content of the campaign by the end of the campaign in July.
- Have 3.000 visits on the online platform by the end of the campaign in July.
- Have 1.000 shares on Facebook with the campaign's hashtag #The_Next_Revolution_Is_About_Happiness by the end of June.
- Have 2.000 followers on Instagram by the end of the campaign in July.
- Reach 15.000 young adults with the online ads by the end of the campaign.
- Have 1.000 downloads in the application by the end of June.
- Have 2.000 comments on Facebook profile of the campaign by the end of July.
- Have 50 reviews on the free press, blogs, newspaper, and magazines by the end of the June.
- Have 20,000 views on YouTube regarding the video that will launch the campaign by the end of May.

## Target Audience

This campaign targets young adults in Athens, who are college/university students and fall in the age group from18 to 25. According to the European Union (EU) and the statistical numbers on tertiary education in 2016, there are approximately 618.000 students in Greece, who have a bachelor's degree or something equivalent ("Tertiary education statistics - Statistics Explained", 2018). Students themselves are the campaign's primary audience, since college life can be stressful situation with students having to adapt to a new educational system and environment (Misra & Castillo, 2004). In addition, this campaign is targeting people who are overstressing and worry about several issues. Exposure to stressful situations has become one of the most common human experiences. The constant worry and uncertainty about the future, the ongoing financial crisis or other worries, the pervasive use of technology and social media, and lifestyle choices may affect the mental well-being of young adults (Lines et al, 2018; Finkelstein-Fox, Park, & Riley, 2018; Economou et al., 2014). Nowadays, technology plays a major role in creating high levels of stress among young adults (Al-Menayes, 2015). Internet addiction, social media addiction, fear of missing out, information overload, and the overuse of technology disturb the mental well-being of the millennial generation.

People who are born between 1980 and 2004 are defined as the millennial generation (Weinbaum, Girven, & Oberholtrzer, 2016). This generation was bornin times of rapid technological development (Al-Menayes, 2015). Millenials are notorious for spending many hours every day using several social media platforms, such us Facebook, Instagram, and YouTube and they are considered to be more technological advanced and more digitally-savvy than any other population group (Adams, & Pate, 2015). Since they are the first generation that was born with "internet everywhere," they are constantly connected online, globally conscious, independent consumers, and they are more open to try new things and products (Au-Yong-Oliveira, Gonçalves, Martins & Branco, 2018). Moreover, they have transformed the workplace into a psychological battlefield and they are considered to have the upper hand (Au-Yong-Oliveira, Gonçalves, Martins & Branco, 2018). This is because technological gadgets have become an extension of their bodies and they are able to multitask, write, talk, listen, text, and walk at the same time (Au-Yong-Oliveira, Gonçalves, Martins & Branco, 2018).

Since it is a generation that always comes first, they communicate differently (through social media platforms, internet, and texting), they admire and follow different opinion leaders and influencers, and they pay more attention visual content (photos and videos), rather than texts (Au-Yong-Oliveira, Gonçalves, Martins & Branco, 2018). Moreover, they have challenged higher education since they consider themselves "costumers" with very high expectations, and desire immediate gratification (Pinto, & Mansfield, 2013). People in this generation have the expectation and demand for their opinion to be heard and they are impatient (Pinto, & Mansfield, 2013). One positive side of this generations is that they are team players and they prefer to communicate openly and frequently in an organization (Au-Yong-Oliveira, Gonçalves, Martins & Branco, 2018). But, on the negative side this generation is considered to be lazy, selfish, lacking loyalty and motivation, and they are disrespectful (Au-Yong-Oliveira, Gonçalves, Martins & Branco, 2018).

In addition, the Millennial generation is not loyal to any non-profit organization, like their parents used to be, because they act as free people outside of institutional walls (Paulin, Ferguson, Schattke, & Jost, 2014). Many studies have shown that nowadays non-profit organization face declining governmental support (Paulin, Ferguson, Schattke, & Jost, 2014). Even though non-profit organizations have integrated social media marketing in their strategy, research shows that they prefer traditional marketing (Paulin, Ferguson, Schattke, & Jost, 2014). This has to do with the fact that they do not take full advantage of the new technological developments so that they can reach more supporters (Paulin, Ferguson, Schattke, & Jost,

2014). They prefer to depend on traditional supporters over younger generations. According to studies, the future success of these organizations lies on the use of social media and the direct involvement of the Millennial generation (Paulin, Ferguson, Schattke, & Jost, 2014). This means that in order for the campaign proposed in this paper to be successful, the use of social media marketing will be a priority. Since young adults heavily depend on technological advancements, mobile devices, and the internet the executions of this campaign will mainly focus on social media and internet engagement.

Finally, this campaign is targeting young adults who are active users and share content online. The millennials are active consumers who create content, participate, and share experiences with the brands they like (Fromm, & Garton, 2013). It is a generation that likes to interact and support brands, and they have an irresistible urge to persuade new adventures in their lives (Fromm, & Garton, 2013). Therefore, this campaign is targeting young people who are willing to devote time and engage with the United Nations organization by sharing content.

**The Persona:**

This is the Persona created for the archetypical member of our target audience. Persona in marketing is a detailed profile representing a real person of the target audience (Dempsey, 2012).



**Full Name**: Katerina Vasilakou

**Age:** 22

**Location**: Athens

**Education:** Student in the Psychology department.

**Occupation**: A part time waitress.

**Status:** In a relationship.

**Background:** Anna is a college student in Athens, and she loves animals. She has big dreams for her life, and this makes her stress a lot. She wants to work as a psychologist in Greece, but because of the economic crisis she is afraid and worried that she will not find a job.

**Goals in life:** To travel the world and find a job that she is passionate about.

**Hobbies:** Jogging, walks, being active in social media, and listening to music.

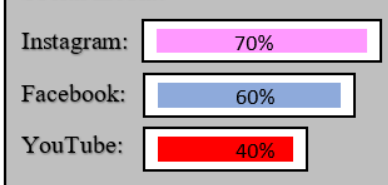
**Needs:** She needs happiness, joy, and love in her life.

**Current Feelings:** Stressed, worried, busy, and concerned.

**Resistances:** Economics, education, social inequality, and politics.

**Content Preferences:** Videos, songs, pictures, quotes.

**Social media:**

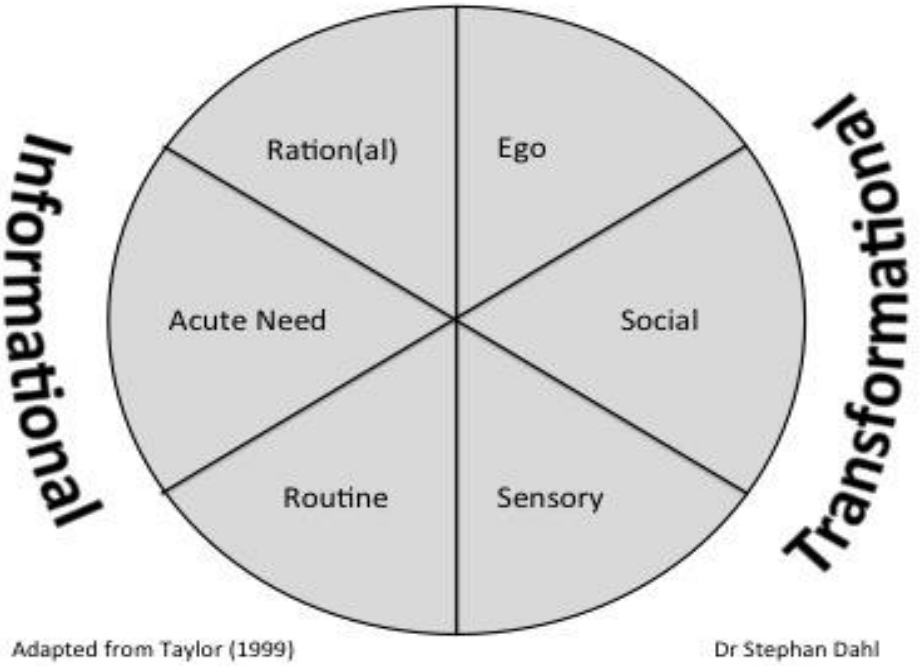


## Main Message:

The main message of this campaign is "#The_Next_Revolution_Is_About_Happiness." The aim of the message is to motivate young adults to start and ignite a revolution around the idea of happiness. Young adults live in a cruel world where happiness is underestimated and sometimes forgotten. For this reason, there needs to be a "revolution" to awaken the members of the society and take action by spreading one of the most pleasant and loving feelings, happiness.

The study of persuasion can be traced back to ancient Greece (Shen & Dillard, 2013). Cognitive, affective, and behavioural process of a message facilitate the content and the desired outcome of the message (Shen & Dillard, 2013). The first step of an advertising campaign is to effectively design the message, theme, and topic of the campaign prior to any work and executions (Shen & Dillard, 2013). Moreover, persuasion aims to change attitudes that will result to behavioural change (Shen & Dillard, 2013). This change of behaviours will be achieved by persuading young people to embrace happiness in their everyday lives and adopt the six-actions-a-day behaviour.

According to Taylor's six-segment model there are two basic advertising approaches for analysing advertisements: the transmission and ritual view (Golan & Zaidner, 2008). The transmission view has three segments a) the ratio segment which is based on consumers need for information, b) the acute need segment which is based on consumers immediate needs, and finally c) the routine segment in which the brand highlights the role of a product in the consumer's daily routine (Golan & Zaidner, 2008). In addition, the ritual view also has three segments: the a) ego segment in which the brand appeals to the consumers ego, b) the social segment in which the company places the product within a social situation, and finally c) the sensory segment in which the brand appeals to the consumers senses, such us smell, taste, touch, hearing, or sight (Golan & Zaidner, 2008). The campaign will be based on the transmission view model that will inform, persuade, and will help young adults to incorporate happiness in their lives.




There are three components of attitude the affective, cognitive, and behavioural components. The affective component of attitude refers to the emotions of a person that surface towards something, the cognitive components of attitude refer to the attributes, thoughts, and beliefs that people associate with a concept, and the behavioural components of behaviour refers to how people behave (Netzer, Gutentag, Kim, Solak & Tamir, 2018).

Moreover, according to the Greek philosopher Aristotle there are three types of persuasive appeals the Logos, Pathos, and Ethos (Barrett, 2014). Logos refers to the logical part of an argument, Ethos refers to the perceived characteristics of the sender of the message, and Pathos refers to use of emotions (Barrett, 2014). In order to persuade young adults in Athens, the campaign will target emotions (Pathos) and emotive strategies. Since the campaign is persuading people to spread happiness through six small actions every day, it is important to target emotions, such us happiness, joy, proudness, and rebellious feelings.

Therefore, the purpose of the campaign is to trigger emotions of happiness (affective) by associating stress with positive emotions (cognitive) and encourage them to fight stress by accomplishing six small acts of kindness per day that will spread joy within a society (behavioural).

## Language and Tone of Voice

According to Stephanie Schwab (2011), the four-part formula for social media explorer consists of *character, tone, language,* and *purpose*. Since this campaign addresses young adults from the age of 18 to 25, it is important for the United Nations to create a playful message through the effective use of language. The character of the language will be inspirational, playful, and funny. The tone will be personal, and the language will be simple and fun. Finally, the purpose of the campaign is to inform, educate, engage, and encourage young adults to reduce stress by starting a revolution about happiness. This will be achieved by using an upbeat, clear, and direct language that will aim to trigger rebellious emotions.

## Touch Points

Advertising activities are divided into to two segments, the above and below the line marketing. The Above-The-Line (ATL) advertising refers to the traditional marketing channels that reach a mass audience, such as the radio, television, print advertisements, outdoor advertising, yellow pages, and the internet (Winterberry Group, 2006), whereas the Below-The-Line (BTL) advertising refers to direct advertising activities that target groups of consumers, such as direct email, leaflets, brochures, sampling, event marketing, interactive marketing, guerrilla marketing, and promotional marketing (Winterberry Group, 2006). The campaign proposed in this paper will utilize both traditional advertising (ATL) and direct advertising (BTL) strategies, with a special emphasis on media and internet strategy, to appeal to the target group of Millenials.

The duration of the campaign will be three months. It will start at the beginning of May and will finish at the end of July. This is a stressful period for students due to the final exams at the universities/colleges. This campaign aims to start a new revolution about happiness throughout Athens. This will be achieved by convincing young adults to do six small actions of happiness every day. These small actions of happiness can be either for themselves or for someone else. The number six symbolizes the six hours that young adults spend every day worrying and stressing. Therefore, the executions of this campaign aim to fight and replace these six hours with six small actions of happiness per day.

## Above-The-Line Advertising:

**Outdoor advertisements:** The campaign will have six outdoor posters (Execution 1). Each poster will propose a different action on how young adults can spread happiness for themselves and others. The posters aim to be funny, motivate, and give ideas to the desired target audience

on what they can do to spread joy. The posters will be placed on bus stations near the Kapodistriako University, Panteio University, University of Piraeus, Deree College, Athens GSM College, Metropolitan College, City Unity College, University of West Attica, the Athens School of Fine Arts, Harokopio University, Agricultural University of Athens, Aegean Omiros College, BCA College, and the Technological Educational Institute of Athens. This is because the campaign is targeting university students in Athens from the age of 18 to 25. The posters will launch at the end of June during the exam period and aim to propose a sparkle of happiness during a stressful period. Finally, the posters will be also advertised online as sponsored posts on Facebook and Instagram.

**Radio Commercial:** The radio commercial will launch at the begging of the campaign. The radio advertisement aims to inform the audience about the campaign and about the six hours that they spend stressing (Execution 2). This radio commercial will be aired in six different radio stations for six days (from Monday to Saturday). The ad will be aired at a) Hit 88,9, b) Music 89,2, c) 89,8 Dromos FM, d) Best 92,6, e) Red 96,3, and f) 96,9 Rock FM. The reason that these stations were chosen is because their primary audiences is young adults. The radio commercial will help raise awareness and inform the audience about the campaign.

### Below-The-Line Advertising:

**Guerrilla events:** This campaign will have six guerrilla events throughout Athens. All guerrilla events aim to create a buzz among social media and depend on users to share the content with the hashtag #The_Next_Generation_Is_About_Happiness. Finally, all the events will be photographed and uploaded on social media platforms.

1) The first event will take place inside the metro station of Syntagma, Keramikos, Omonoia, Panormou, Chalandri, and Aigaleo on Monday 13th of May, 2019. These six destinations are popular among the target audience. The event has to do with stickers that will be placed on the six chairs of every station mentioned above. Each chair will suggest a different action, such as say thank you, complement someone, make dinner for someone that you care about, dance in front of your mirror, make a card for someone that you care, and smile more.
   Above the chairs there will be a 3D sticker that will say "#The_Next_Revolution_Is_About_Happiness. Start with six small actions every day that will spread happiness."

2) The second guerrilla event will take place in "The Mall Athens," which is a famous destination among college/university students. The guerrilla event includes six 3D stickers that will be placed on the floor throughout the Mall on Friday 8th of July, 2019.

   The stickers will say "#The_Next_Revolution_Is_About_Happiness. Start with six small actions every day that will spread happiness." It is important for the effectiveness of the campaign to repeat the main message as many times as possible. This will help the campaign to be memorable and consistent.

3) The third guerrilla event will have six portable vans that will offer free ice-cream for university/college students on Monday 17th of June, 2019. Since the whole campaign is based around the notion of spreading happiness, it is important that also the United Nations will spread joy for young adults. This will be achieved with six small vans that will share free ice-cream outside of six universities/colleges at the same day: Athens Information Technology, Athens GSM College, City Unity College, Panteion University of Social and Political Sciences, University of Piraeus, and University of West Attica.

   The vans will be painted with six colours and will state that "#The_Next_Revolution_Is_About_Happiness. Now it is our turn." This is to show to the desired target audience that United Nations cares, and that a small action such as offering a free ice-cream to someone, can put a smile on someone's face. Finally, this event is a creative way to increase awareness among the target audience and introduce the campaign further.

4) The fourth event will take place at the Stavros Niarxos Foundation. The name of this event will be "#The_Next_Revolution_Is_About_Happiness. Dance your way to happiness" and it will take place on Saturday 20th of July, 2019. In this event there will be a dance instructor that will invite people to come and dance, and it will aim to spread joy and encourage people to dance more often. This event will be videotaped, edited, and shared through Facebook, Instagram, and YouTube. The video aims to create a buzz among young adults so that more people can be informed about the campaign and encourage them to dance more in their lives.

5) The fifth event will be a huge blackboard that will ask students to write one word on why they feel gratitude. This blackboard will be placed inside the campuses of six universities/colleges at the same day on Monday 10th of June, 2019. The locations of the event are the National Technical University of Athens, the Athens School of Fine Arts, the Harokopio University, Agricultural University of Athens, Aegean Omiros College, and BCA College. On the top of the board it will say "#The_Next_Revolution_Is_About_Happiness. Write a one thing that you are grateful

about." The aim of this event is to remind to students that even though stress has become a part of their lives, there is always a small reason to be grateful in life.

6) The flower event will take place on Monday 3rd of June, 2019, inside the campus of six universities/colleges: University of Piraeus, Deree College, Metropolitan College, Kapodistriako University, Technological Educational Institute of Athens, and Panteio University. In this event students can pick a flower from a small booth that will be placed inside the campus of each university. On the top of the booth it will say "#The_Next_Revolution_Is_About_Happiness. You deserve it!" This event will aim to put a smile on the faces of the students and increase awareness for the campaign and "revolution."

**Stickers:** This campaign will also distribute free stickers together with the ice-cream event, dancing event, flowers event, and blackboard event that are mentioned above. Nowadays stickers have become a trend among the desired target audience. Therefore, the campaign will create six different stickers with six different quotes that revolve around the idea of happiness (Appendix 1). Each sticker will have at the bottom the main message of the campaign which is "#The_Next_Revolution_Is_About_Happiness." The aim of the stickers is to spread awareness about the campaign and work as a daily reminder for the audience that happiness starts within them.

## Media Strategy:

Media content has been categorized into four "quadrants," also known as the PESO model, that refers to paid, earned, shared, and owned media (Macnamara, Lwin, Adi & Zerfass, 2016). Paid media refers to the traditional advertising and includes sponsored posts and online advertisements, earned media refers to editorial publicity such as influencers engagement and partnerships, shared media refers to social media such as Facebook, Twitter, YouTube, Instagram etc., and owned media refers to content that is controlled from the advertiser such as branded content, online platforms, and brochures (Macnamara, Lwin, Adi & Zerfass, 2016).

## Paid Media:

**Sponsored posts on Facebook, YouTube, and Instagram:** Both the video and the outdoor posters created for this campaign, will be advertised through Instagram, YouTube, and Facebook. In order for the campaign to effectively reach its target audience, the campaign will heavily advertise through social media platforms. This is because the target audience of this campaign heavily uses all three platforms. Two weeks before the official launch of the campaign, there will be a short promo video that aims to increase curiosity among students (link of the promo video: Execution 3). Furthermore, the video that will officially launch the campaign at the beginning of May aims to introduce and increase awareness regarding the purpose of the campaign. This video will be heavily advertised for two weeks in both social media platforms. Finally, all six posters will be sponsored on Facebook and Instagram and aim to increase exposure of the message and encourage students to take action and start spreading happiness.

**Paid Influencers:** The campaign will be sponsored from three different influencers. All influencers where selected according to the content that they create and to whom they are referring as an audience. Therefore, the campaign will be promoted through Mikri Ollandeza with approximately 263,000 subscribers on YouTube, Mary Sinatsaki with 233,000 subscribers on YouTube, and Alexandros Kontopidis with 331,000 subscribers on YouTube (Appendix 2). All three influencers create merely content for young adults. So, by promoting the purpose of the campaign through these three influencers the message will effectively reach the desired audience.

## Earned Media:

**Reposts/Shares/Mentions:**

This campaign is targeting young adults who like to post and share things on social media platforms. Thus, a big part of the campaign's publicity relies on shares, reposts, and mentions among users with the hashtag: #The_Next_Generation_Is_About_Happiness. This type of earned media will help the campaign to reach as many people as possible and spread word of mouth about the revolution. The campaign expects users to share pictures and posters of the guerrilla events, that are mentioned above, and the videos created for this campaign. The whole idea of the campaign is based on the fact that young adults have to start a new revolution about happiness and take action. These actions/revolution aims to spread happiness, kindness, love, and smiles

**User Generated Content**:

Moreover, through social media platforms the campaign will ask users to start filming, taking pictures or writing posts about an action that they did and want to share it on Facebook with the hashtag #The_Next_Generation_Is_About_Happiness. Since it is a campaign that relies on users to take action, there needs to be a motivation. Therefore, at the end of every week from the beginning of June until the end of July, there will be a competition. Each week the team will have to pick a winner with the most creative and kind act that has been uploaded on Facebook. The winning price of this competition will be the "Mystery Happiness Box," where the content of the box will be unknown to the participants. This box will include candy bars, flowers, stickers with positive quotes, a card that will say "Keep spreading smiles. The change starts within you," and finally a certification of "Spreading Happiness."

**Reviews:**

The campaign depends also on reviews from newspapers, blogs, influencers, and many more. The reviews, if positive, will increase publicity, mentions, and word of mouth. Reviews are an important part of the campaign's publicity and because it is a campaign for a non-profit organization the campaign depends on them. Moreover, the team will send electronic press releases and invite the Athens Voice and Lifo newspapers to the ice-cream event and dancing event. These press releases will include information regarding the campaign, such as the video, posters, website, and application. Since these two newspapers cover a wide range of audiences that includes young adults, it is important to earn their publicity and be present in some of the

events. Finally, the reviews will show the effectiveness of the campaign and will increase word of mouth.

### Shared Media:

The Editorial Calendars of the social media platforms are located on Appendix 4.

**Facebook:**

The Facebook account will be named "The Next Revolution is About Happiness." This account will be used as a two-way communication platform between the target audience and United Nations. This is the platform that users will upload the pictures, videos, and post (as mentioned above). This means that the team responsible for this platform will have to keep uploading content daily so that users engage more (Execution 3). For the whole duration of the campaign the team will have to upload the six actions every day that are proposed also on the website of the campaign (Appendix 3). Moreover, every Monday, Wednesday, and Friday the team will upload a song associated with happiness or love. Also, every Tuesday the team will have to upload an article associated with the benefits of happiness, and every Thursday about the causes and effects of stress on young adults. Finally, every Saturday and Sunday the team will have to upload quotes that are associated with joy. It is very important that there is consistency with the content that will be uploaded on Facebook. This will help users to be daily updated regarding the campaign and increase exposure.

**Instagram:**

Instagram will be used as a platform for uploading visual content every day for the whole duration of the campaign. The team responsible for Instagram will have to upload daily a picture with the six actions that that are proposed also on the website of the campaign (Appendix 3). Moreover, M-W-F they will upload an image with a positive quote, every Tuesday they will upload a picture with fact associated with happiness, and every Thursday an image with facts regarding stress (Execution 3). Also, the team will upload the pictures that are going to be taken from the ice-cream, dancing, flower, and blackboard event. Finally, Instagram will be used as a visual reminder for the followers to start taking action and spread joy through the pictures that will be uploaded.

**YouTube:**

YouTube will be used as a platform for uploading the videos that are created on this campaign. This includes) the promo video of the campaign that will be released two weeks before the start of the campaign, b) the official video that will launch at the begging of May, and c) the videos regarding the guerrilla events. YouTube is going to be used only as a platform for uploading the videos. The reason why the social media team will not spend time engaging with this platform is because young adults use this platform mostly for listening to music. Therefore, it will be difficult to achieve many subscribers comparing to the social media platforms. This will help the team that controls the social media of the campaign to emphasize more on Facebook and Instagram where users create content and engage more.

### Owned Media:

**Online Platform:** United Nations will create an online platform called "The Next Revolution Is About Happiness." In this website users can find information about the different reasons that causes stress, the effects of stress, and what can do to reduce stress. Moreover, it will include different sections such us the about us, mission, vision, aim of campaign, all the actions and events that have taken place, and most importantly a section about tips. The tips section will be like a calendar that every day it will propose six different small actions that spread joy. This calendar will be updated every week from the begging until the end of the campaign (Appendix 3).

Furthermore, the website will include a "diary" section where users will have to pick six positive adjectives on a daily basis and write a small comment about the reason that they choose this adjective. Users will have to login with a username and password, so that they can keep track of their "diary." The purpose of this diary is to keep a track on the different things that are grateful and happy about. Since young adults are stressing a lot, the "diary" can be used as a reminder that there are things in life to be happy during stressful days.

**Application:** The "diary" mentioned above will be launched also as an application. With this way users will have quicker and easier access to their "dairy." The name of the application will be "The Diary Of Happiness." Moreover, the application will provide an anonymous online chat platform, where users can text and chat with other users who face the same problems with them. According to the UK Youth which is a non-profit organization, 1 out of 10 young adults do not have someone to discuss their concerns, and that 68% find it very difficult to share their problems ("What's your Stop, Look, Listen pledge to #KeepMeSafe?", 2018). Therefore, the

application will encourage young adults to anonymously share the problems and provide emotional support to other people. Since the whole purpose of the campaign is to spread joy and happiness, it is very important that users engage and help other people who share the same problems and concerns.

**Video Productions:** The campaign will launch a promo video two weeks before the official launch of the campaign. This video will be promoted through YouTube, and it aims to create curiosity and word of mouth among the desired target audience (the link of this video is located at section of execution 3). Furthermore, the second video that will launch together with the official begging of the campaign will last for 30' seconds and it will be promoted through Facebook, Instagram, and YouTube (the storyboard of this video is located at execution 3). This video will be about six different people (3 females & 3 males) who do one action that spreads joy. The video will start by saying "In a world where we spend 6 hours stressing, there needs to be a change." Moreover, the video will show Male 1 feeding a stray, Female 1 dancing in the middle of the street, Male 2 volunteering for a homeless shelter, Female 2 helping an old person cross the street, Male 3 picking trashes from the beach, and Female 3 building a castle on the sand. The video will end by saying "The Next Revolution Is About Happiness. Start with six small actions that spread joy every day." The aim of this video is to introduce and increase awareness about the campaign, and most importantly start the "revolution".

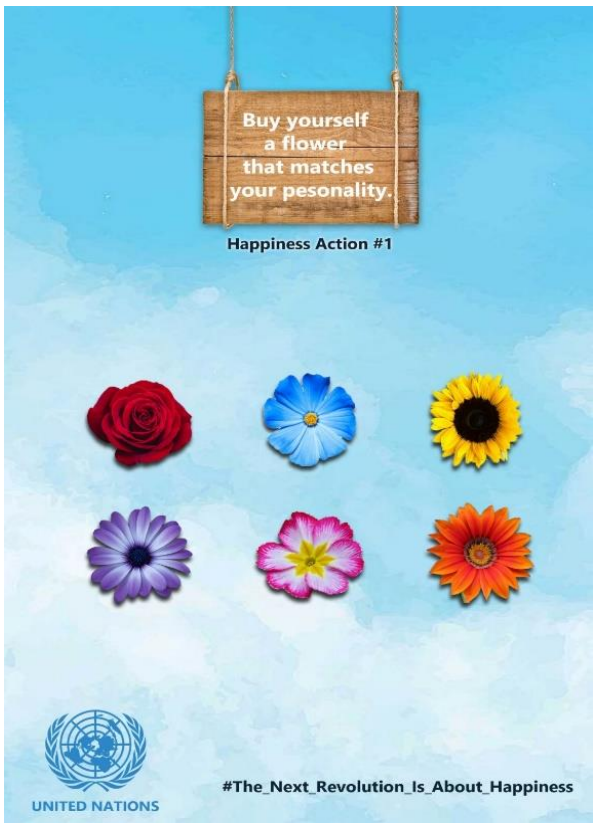
## Synergy:

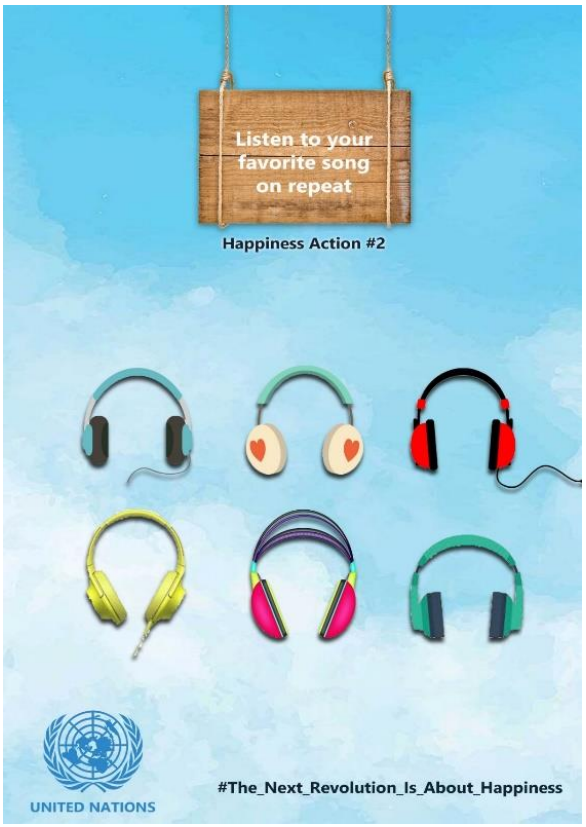
The campaign "#The_Next_Revolution_Is_About_Happiness" that was created on this paper revolves around the idea of happiness. According to a study young adult spend six hours per day stressing. Therefore, the aim of this campaign is to take the six hours and transform them into six actions that spread joy. These six actions can be either for themselves or others. Therefore, the whole campaign is based on the number six. There is a video production with six people doing six actions, there are six guerrilla events, there are six posters, and six different stickers. Synergy and consistency are very important for every advertising campaign. It helps the campaign and the message to memorable and it makes it easier for the audience to recall the campaign.

## Executions:

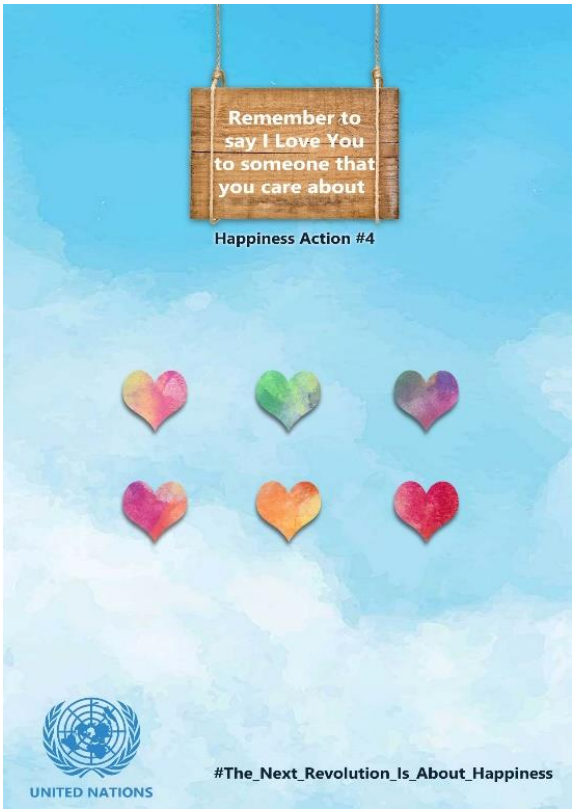
Execution 1:

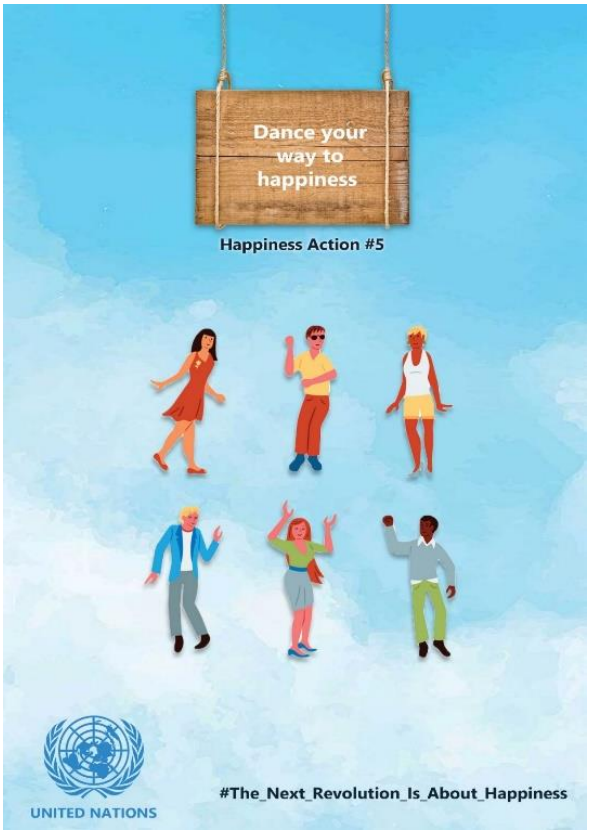
**Outdoor Posters**: All posters use the same style, font, background, message, logo, and the number six. At the middle of every poster there is an action or object repeated six times. The number six is consistent with all the executions of the campaign and helps the campaign to be memorable.

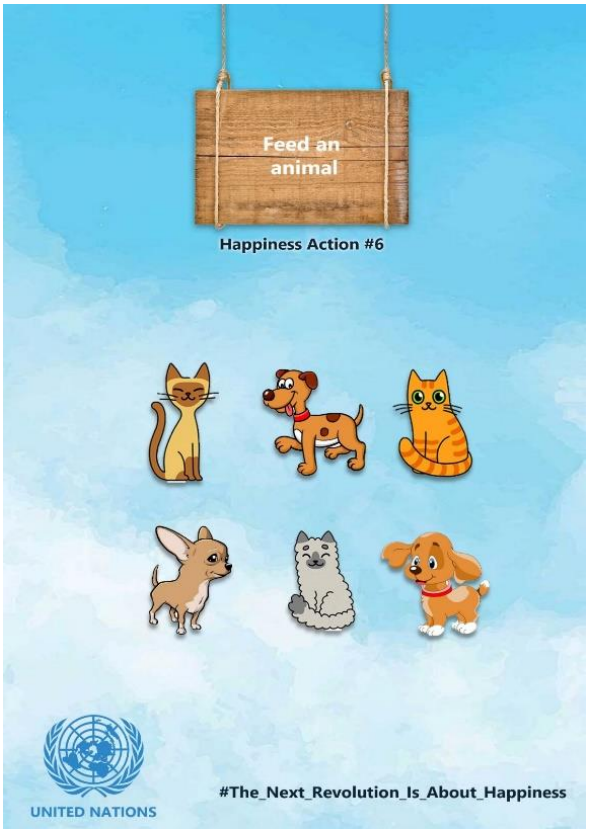



Share an ice-cream with someone that you care about
Happiness Action #3
UNITED NATIONS
#The_Next_Revolution_Is_About_Happiness


Remember to say I Love You to someone that you care about
Happiness Action #4
UNITED NATIONS
#The_Next_Revolution_Is_About_Happiness


Dance your way to happiness
Happiness Action #5
UNITED NATIONS
#The_Next_Revolution_Is_About_Happiness


Feed an animal
Happiness Action #6
UNITED NATIONS
#The_Next_Revolution_Is_About_Happiness

## Execution 2: Radio Spot:

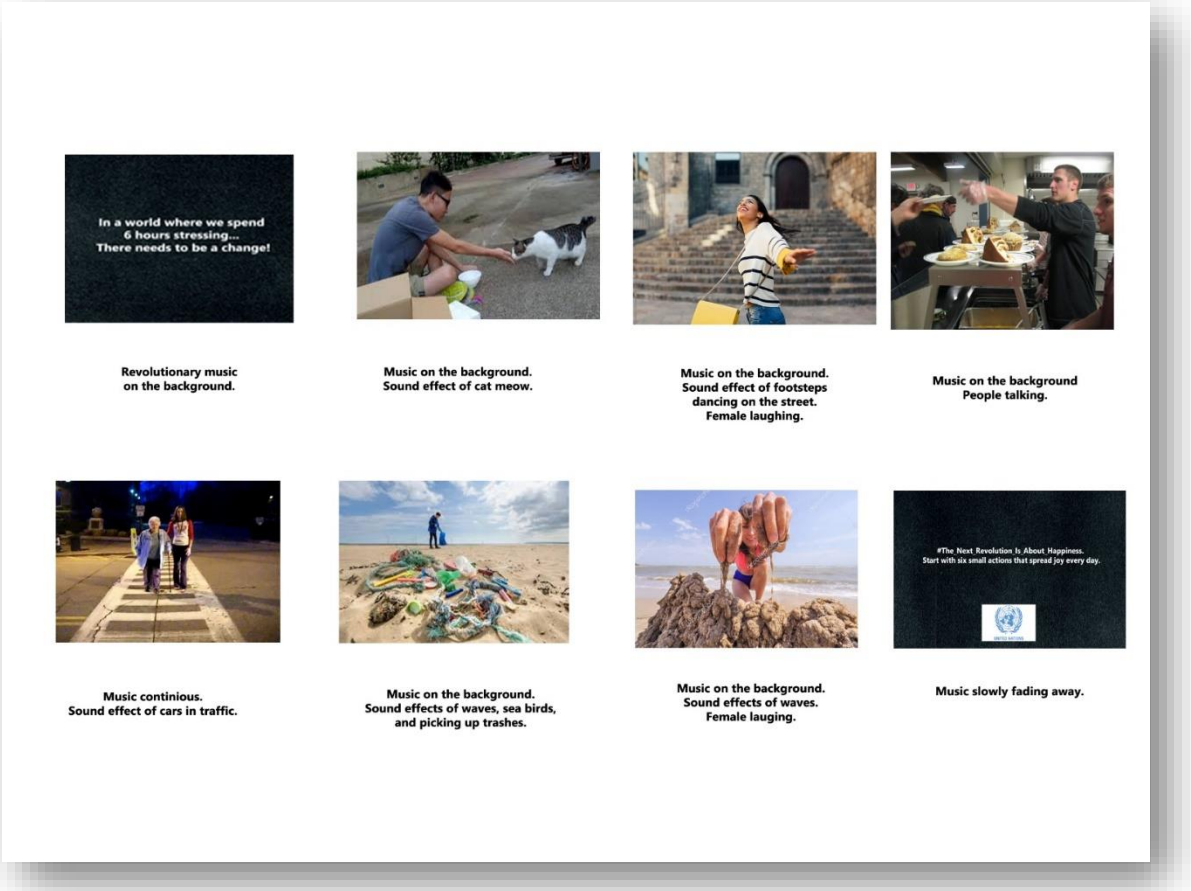
| Instructions | Script |
|---|---|
| Male inspiring voice.<br>Rebellious music on the background. | In a quiet world, where we have to study for the exams, find the job of our dreams, be perfect, and be updated all the time, |
| Music continuous.<br>A sound effect of a loud drum at the end of the sentence. | There needs to be a change! |
| Music changes to a more intense one. | A change that will transform the world for ever.<br>A change that will spread smiles and happiness. |
| Music continuous. | A change where we take the situation in our hands.<br>This change starts with us. |
| Music continuous. | We have to do six small actions that spread happiness every day, either for us or for other.<br>Be the start. |
| Music starts to fade away slowly. | You are the change in this world<br>#The_Next_Revolution_Is_About_Happiness - United Nations |

Execution 3: **Videos**

For the promo video click the link below:

https://www.youtube.com/watch?v=ZxZw6bX2WrA

**Storyboard**: This is a storyboard of the official video that will launch at the beginning of the campaign in May:



Execution 4: **Media posts**

Examples of Facebook posts:



Every week from the beginning of June till the end of July there will be a competition at the end of every week. The only thing that you have to do is to film an action that you've done! Share it with the hashtag #The_Next_Revolution_Is_About_Happiness You never know you might be the next winner. #The_Next_Revolution_Is_About_Happiness #Smile #Action #Love #Happiness




Roula Panagiotarea Seen by everyone

Like Comment

Download the new application of the Diary of Happiness. Now you can have your favorite application on your phone so you can keep track of the things that you're grateful for. Also, now you have the option to provide emotional support for people with similar concerns.
#The_Next_Revolution_Is_About_Happiness #Be_The_Change #Help_Others #The_Diary_Of_Happiness




Like Comment

Write a comment...

Examples of Instagram Posts:







YOU ARE THE CHANGE
Six small actions every day
#The_Next_Revolution_Is_About_Happiness
artemisia.gioti
artemisia.gioti Be the change and start doing 6 actions everyday that spreads happiness for you and others. #the_next_revolution_is_about_happiness #Be_the _change #Happy_Acts #Smile #Spread_Happiness
7m
Be the first to like this
7 MINUTES AGO
Add a comment...
Post

## Evaluation and Key Metrics:

The success of the campaign will depend on its achieved reach and on students' interest, engagement and actual behaviour. More specifically, it will be evaluated through the comments, shares, attendance, exposure to ads, likes, views, and mentions.

**Events**: The blackboard, ice-cream, dancing, and flower events will be evaluated through the attendance of the students and the shares on Facebook and Instagram with the hashtag "#The_Next_Revolution_Is_About_Happiness." The guerilla events on the metro and "The Mall of Athens" will be evaluated again through the mentions on the social media platforms.

**Facebook**: The Facebook profile will be evaluated through: the number of followers, the number of comments and likes, and the numbers of shares with the hashtag "#The_Next_Revolution_Is_About_Happiness."

**Instagram**: The Instagram account will be evaluated through the number of followers, the number of likes and comments on the pictures, and through mentions with the hashtag "#The_Next_Revolution_Is_About_Happiness."

**Online ads**: The outdoor posters will be also advertised online. Thus, the evaluation of the six ads will be measured through how many people got exposed to the ads and through the clicks.

**Video**: Both videos will be sponsored online, thus they will be evaluated through the number of the views.

**Reviews**: The campaign will be also evaluated through the number of the reviews and mentions that will earn on blogs, magazines, and newspapers.

## Conclusion:

The campaign "#The_Next_Revolution_Is_About_Happiness" aims to reduce stress levels among students and spread happiness. Young adults spend approximately six hours every day worrying and stressing regarding different problems. Therefore, the campaign encourages young adults to do six small actions every day and spread joy either for others or themselves. Finally, this campaign aims to highlight the importance of caring for someone and give a new meaning to the definition of happiness.

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## Appendices:

### Appendix 1: Quotes

The quotes for the stickers:

1) "Happiness is a direction, not a place." Sydney J. Harris (Seale, 2019).

2) "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful" – Albert Schweitzer (Seale, 2019).

3) "Embrace the glorious mess that you are" – Elizabeth Gilbert (Picard, 2018).

4) "Happiness is a way station between too little and too much." – Channing Pollock, Mr. Moneypenny (Seale, 2019).

5) "If you want to be happy. Be!" – Leo Tolstoy (Picard, 2018).

6) "Happiness is not something ready-made. It comes from your own actions." – Dalai Lama (Seale, 2019).

### Appendix 2: Influencers

The YouTube profiles of the paid influencers:

Mikri Ollandeza: https://www.youtube.com/channel/UC6m3fpcYxJ6UzrYFdv00Xjw

Mary Sinatsaki: https://www.youtube.com/channel/UCCt5t6HdEiitcD1wm1ue1jA

Alexandros Kontopidis: https://www.youtube.com/channel/UCnJnnEztMhpBEZaVORLriFg

## **Appendix 3**: **Actions' Calendar**

An example of the calendar of actions:

| | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 |
|---|---|---|---|---|---|---|---|
| Action 1 | Say I Love You | Say Thank you | Buy a flower for yourself | Listen to your favorite song | Share a candy with someone | Feed a stray | Dance in front of your mirror |
| Action 2 | Help a stranger | Pick up 6 trashes from the street | Say a complement to someone | Look at pictures from when you were a child | Serve at a homeless shelter | Buy a flower for someone that you care | Play your favorite video game |
| Action 3 | Volunteer at an animal shelter | Give up your seat on the bus, for someone who needs it | Cook a meal for your friends | Take the time to listen to someone | Do not complain | Watch a movie | Build a sand castle |
| Action 4 | Smile more | Feed birds on your way to the university | Treat yourself with your favorite meal | Hold the door open for someone | Do not lie | Cook a meal for your family | Pick up 6 trashes from the beach |
| Action 5 | Be honest | Buy a pair of socks for someone you care | Buy a toy for your pet | Give 1€ to someone in need | Try to overcome one negative trait | Encourage someone | Remind people to use sunscreen |
| Action 6 | Be kind to yourself | Be kind to yourself | Be kind to yourself | Be kind to yourself | Be kind to yourself | Be kind to yourself | Be kind to yourself |

## Appendix 4: Editorial Calendar

**April Editorial Calendar**
**YouTube**
**2019**

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18<br>Post promo video of campaign. | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

**May Editorial Calendar for**
**Facebook & Instagram &**
**YouTube**
**2019**

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | 1<br>Beginning of Campaign.<br>Post Video<br>Post six actions<br>Upload Video<br>Post link of Website<br>Post image of six actions<br>Upload Video | 2<br>Post six actions<br>Post about App<br>Post image of six actions<br>Image about App | 3<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 4<br>Post six actions<br>Quotes<br>Post image of six actions |
| 5<br>Post six actions<br>Quotes<br>Post image of six actions | 6<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 7<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 8<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 9<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 10<br>Post six actions<br>Upload Song<br>Post image of six action<br>Image with Quote | 11<br>Post six actions<br>Quotes<br>Post image of six actions |
| 12<br>Post six actions<br>Quotes<br>Post about App<br>Post image of six actions | 13<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 14<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Happiness | 15<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 16<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 17<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote<br>Images of Metro G.E. | 18<br>Post six actions<br>Quotes<br>Post image of six actions |
| 19<br>Post six actions<br>Quotes<br>Images of Metro G.E.<br>Post image of six actions | 20<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 21<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 22<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 23<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 24<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 25<br>Post six actions<br>Quotes<br>Post image of six actions |
| 26<br>Post six actions<br>Quotes<br>Post image of six actions | 27<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 28<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 29<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 30<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 31<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | |

# June Editorial Calendar for Facebook & Instagram & YouTube 2019

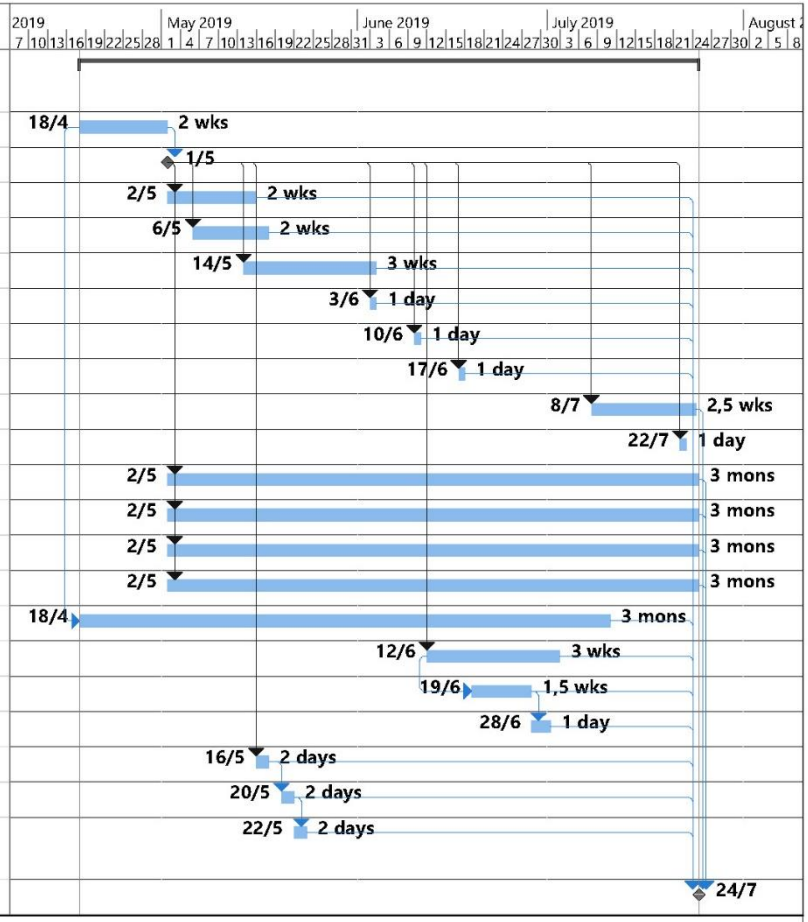
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | | 1<br>Post six actions<br>Quotes<br>Post image of six actions |
| 2<br>Post six actions<br>Quotes<br>Post for Application<br>Post image of six actions<br>Image for Apllication | 3<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 4<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 5<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 6<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 7<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 8<br>Post six actions<br>Quotes<br>Post image of six actions<br>Upload images + Video of Flower Event<br>Video of Flower Event |
| 9<br>Post six actions<br>Quotes<br>Upload images + Video of Flower Event<br>Post image of six actions | 10<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 11<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 12<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 13<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 14<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 15<br>Post six actions<br>Quotes<br>Post image of six actions<br>Upload images + Video of Blackboard Event<br>Video: Blackboard Event |
| 16<br>Post six actions<br>Quotes<br>Upload images + Video of Blackboard Event<br>Post image of six actions | 17<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 18<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 19<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 20<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 21<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 22<br>Post six actions<br>Quotes<br>Post image of six actions<br>Upload images + Video of Ice-cream Event<br>Video: Ice-cream Event |
| 23<br>Post six actions<br>Quotes<br>Upload images + Video of Ice-cream Event<br>Post image of six actions | 24<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 25<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 26<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 27<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 28<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 29<br>Post six actions<br>Quotes<br>Post image of six actions |
| 30<br>Post six actions<br>Quotes<br>Post image of six actions | | | | | | |

# July Editorial Calendar for Facebook & Instagram & YouTube 2019

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1<br>Post six actions<br>Upload Song<br>Post about App<br>Post image of six actions<br>Image with Quote | 2<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 3<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 4<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 5<br>Post six actions<br>Upload Song<br>Post image of six action<br>Image with Quote<br>Image about App | 6<br>Post six actions<br>Quotes<br>Post image of six actions |
| 7<br>Post six actions<br>Quotes<br>Post image of six actions | 8<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 9<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 10<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 11<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 12<br>Post six actions<br>Upload Song<br>Post image of six action<br>Image with Quote | 13<br>Post six actions<br>Quotes<br>Post image of six actions |
| 14<br>Post six actions<br>Quotes<br>Post image of six actions | 15<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 16<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 17<br>Post six actions<br>Upload Song<br>Post about App<br>Post image of six actions<br>Image with Quote | 18<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 19<br>Post six actions<br>Upload Song<br>Post image of six action<br>Image with Quote | 20<br>Post six actions<br>Quotes<br>Post image of six actions<br>Post Images: Guerrilla event in Mall |
| 21<br>Post six actions<br>Quotes<br>Post image of six actions | 22<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 23<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 24<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 25<br>Post six actions<br>Post Article: Stress<br>Post image of six actions<br>Image: Fact regarding Stress | 26<br>Post six actions<br>Upload Song<br>Post image of six action<br>Image with Quote | 27<br>Post six actions<br>Quotes<br>Post image of six actions<br>Post Video of Dancing Event |
| 28<br>Post six actions<br>Quotes<br>Post image of six actions<br>Post images of dancing event | 29<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | 30<br>Post six actions<br>Post Article: Happiness<br>Post image of six actions<br>Image: Fact regarding Happiness | 31<br>End of Campaign<br>Post six actions<br>Upload Song<br>Post image of six actions<br>Image with Quote | | | |

## Appendix 5: Gantt Chart

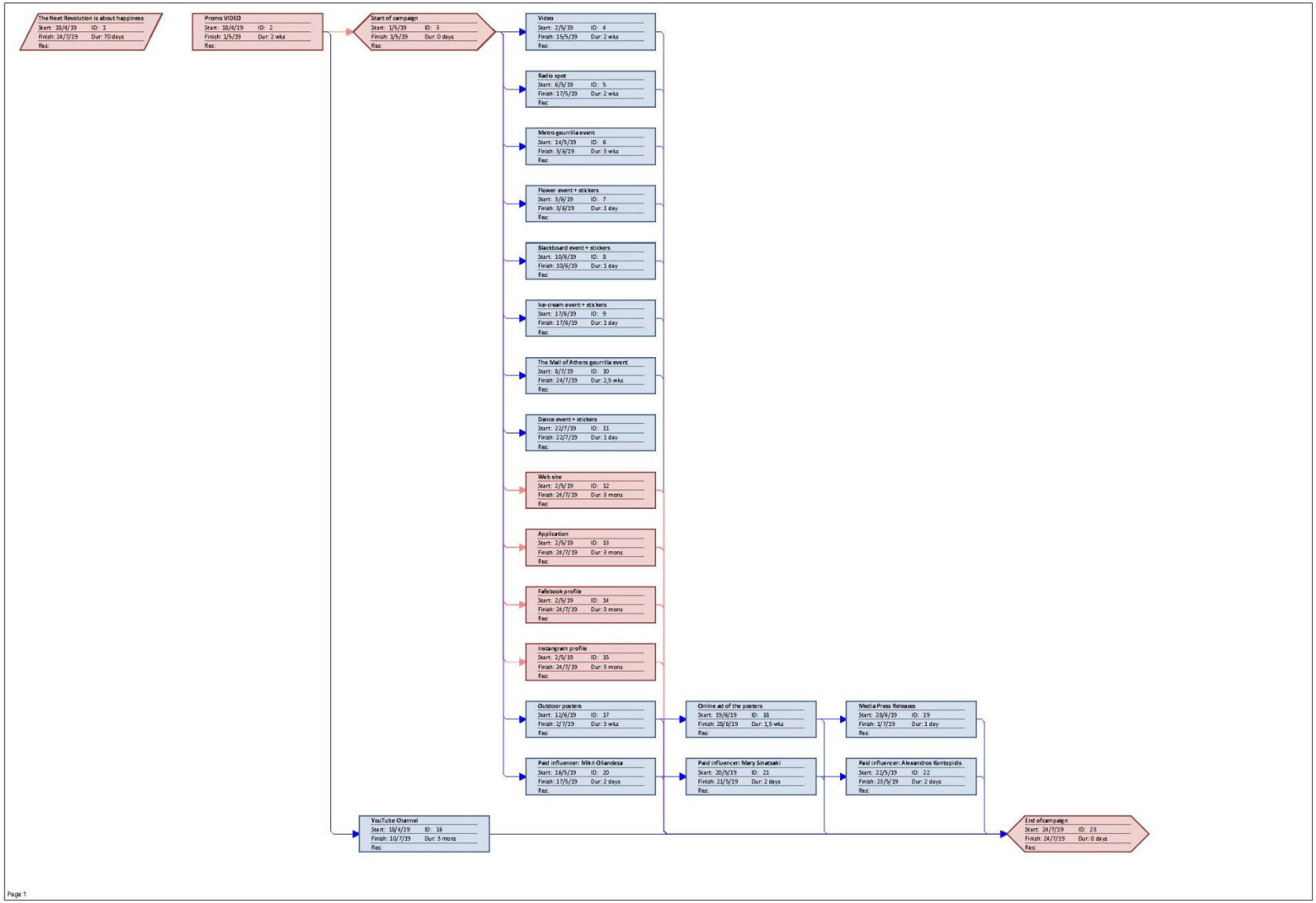
| ID | Task Name | Duration | Start | Finish |
|---|---|---|---|---|
| 1 | **The Next Revolution is about happiness** | **70 days** | **Thu 18/4/19** | **Wed 24/7/19** |
| 2 | Promo VIDEO | 2 wks | Thu 18/4/19 | Wed 1/5/19 |
| 3 | **Start of campaign** | **0 days** | **Wed 1/5/19** | **Wed 1/5/19** |
| 4 | Video | 2 wks | Thu 2/5/19 | Wed 15/5/19 |
| 5 | Radio spot | 2 wks | Mon 6/5/19 | Fri 17/5/19 |
| 6 | Metro geurrilla event | 3 wks | Tue 14/5/19 | Mon 3/6/19 |
| 7 | **Flower event + stickers** | **1 day** | **Mon 3/6/19** | **Mon 3/6/19** |
| 8 | **Blackboard event + stickers** | **1 day** | **Mon 10/6/19** | **Mon 10/6/19** |
| 9 | **Ice-cream event + stickers** | **1 day** | **Mon 17/6/19** | **Mon 17/6/19** |
| 10 | The Mall of Athens geurrilla event | 2,5 wks | Mon 8/7/19 | Wed 24/7/19 |
| 11 | **Dance event + stickers** | **1 day** | **Mon 22/7/19** | **Mon 22/7/19** |
| 12 | Web site | 3 mons | Thu 2/5/19 | Wed 24/7/19 |
| 13 | **Application** | **3 mons** | **Thu 2/5/19** | **Wed 24/7/19** |
| 14 | **Fafebook profile** | **3 mons** | **Thu 2/5/19** | **Wed 24/7/19** |
| 15 | **Instangram profile** | **3 mons** | **Thu 2/5/19** | **Wed 24/7/19** |
| 16 | **YouTube Channel** | **3 mons** | **Thu 18/4/19** | **Wed 10/7/19** |
| 17 | Outdoor posters | 3 wks | Wed 12/6/19 | Tue 2/7/19 |
| 18 | Online ad of the posters | 1,5 wks | Wed 19/6/19 | Fri 28/6/19 |
| 19 | Media Press Releases | 1 day | Fri 28/6/19 | Mon 1/7/19 |
| 20 | Paid influencer: Mikri Ollandeza | 2 days | Thu 16/5/19 | Fri 17/5/19 |
| 21 | Paid influencer: Mary Sinatsaki | 2 days | Mon 20/5/19 | Tue 21/5/19 |
| 22 | Paid influencer: Alexandros Kontopidis | 2 days | Wed 22/5/19 | Thu 23/5/19 |
| 23 | **End ofcampaign** | **0 days** | **Wed 24/7/19** | **Wed 24/7/19** |




Project: ARTEMIS GANTT CHAR
Date: Thu 4/4/19

Task
Split
Milestone
Summary
Project Summary
Inactive Task
Inactive Milestone
Inactive Summary
Manual Task
Duration-only
Manual Summary Rollup
Manual Summary
Start-only
Finish-only
External Tasks
External Milestone
Deadline
Progress
Manual Progress

Page 1


The Next Revolution is about happiness
Start: 18/4/19 ID: 1
Finish: 24/7/19 Dur: 70 days
Res:
Promo VIDEO
Start: 18/4/19 ID: 2
Finish: 3/5/19 Dur: 2 wks
Res:
Start of campaign
Start: 1/5/19 ID: 3
Finish: 1/5/19 Dur: 0 days
Res:
Video
Start: 2/5/19 ID: 4
Finish: 15/5/19 Dur: 2 wks
Res:
Radio spot
Start: 6/5/19 ID: 5
Finish: 17/5/19 Dur: 2 wks
Res:
Metro gaurrilla event
Start: 14/5/19 ID: 6
Finish: 3/6/19 Dur: 3 wks
Res:
Flower event + stickers
Start: 3/6/19 ID: 7
Finish: 3/6/19 Dur: 1 day
Res:
Blackboard event + stickers
Start: 10/6/19 ID: 8
Finish: 10/6/19 Dur: 1 day
Res:
Ice-cream event + stickers
Start: 17/6/19 ID: 9
Finish: 17/6/19 Dur: 1 day
Res:
The Mall of Athens gaurrilla event
Start: 1/7/19 ID: 10
Finish: 24/7/19 Dur: 2,5 wks
Res:
Dance event + stickers
Start: 22/7/19 ID: 11
Finish: 22/7/19 Dur: 1 day
Res:
Web site
Start: 2/5/19 ID: 12
Finish: 24/7/19 Dur: 3 mons
Res:
Application
Start: 2/5/19 ID: 13
Finish: 24/7/19 Dur: 3 mons
Res:
Fafebook profile
Start: 2/5/19 ID: 14
Finish: 24/7/19 Dur: 3 mons
Res:
Instangram profile
Start: 2/5/19 ID: 15
Finish: 24/7/19 Dur: 3 mons
Res:
Outdoor posters
Start: 11/6/19 ID: 17
Finish: 2/7/19 Dur: 3 wks
Res:
Online ad of the posters
Start: 19/6/19 ID: 18
Finish: 28/6/19 Dur: 1,5 wks
Res:
Media Press Releases
Start: 28/6/19 ID: 19
Finish: 1/7/19 Dur: 1 day
Res:
Paid influencer: Miki Oilandeza
Start: 16/5/19 ID: 20
Finish: 17/5/19 Dur: 2 days
Res:
Paid influencer: Mary Sinatsaki
Start: 20/5/19 ID: 21
Finish: 21/5/19 Dur: 2 days
Res:
Paid influencer: Alexandros Kontopidis
Start: 22/5/19 ID: 22
Finish: 23/5/19 Dur: 2 days
Res:
YouTube Channel
Start: 18/4/19 ID: 16
Finish: 10/7/19 Dur: 3 mons
Res:
End ofcampaign
Start: 24/7/19 ID: 23
Finish: 24/7/19 Dur: 0 days
Res:
Page 1