

HAPPY TIMES

A PRESENTATION ABOUT
TAKING YOUR TIME AND HAPPINESS



PART 1

HAPPINESS IN GENERAL



HOW HAPPY ARE WE?

Unlike what everybody thinks - money, education or the weather do not affect **happiness** the way we expect.

There are other habits that have been correlated with happiness.

According to psychologist Seligman humans seem happiest when they have

- **Pleasure** (tasty foods, warm baths, etc.)
- **Engagement** (the absorption of an enjoyed yet challenging activity)
- **Relationships** (social ties are an extremely reliable indicator)
- **Meaning** (a perceived quest or belonging to something bigger)
- **Accomplishments** (having realized tangible goals)

But **to what extent do these matters weigh** in our overall feeling of happiness?

According to scientific research *

- 50% of a given human's happiness level is genetically determined (based on twin studies)
- 10% is affected by life circumstances and situation
- **40% of happiness is subject to self control**

** S. Lyubomirsky is a professor in the Department of Psychology and author of *The How of Happiness*, a book of strategies backed by scientific research that can be used to increase happiness.*

Most of the time, **we are perfectly in control** of what we do:
we choose our own life and work, unlike 50 years ago.

And apart from the economic aspect, you could say we see the
work we have chosen as a hobby.

This is especially true for people in a creative environment.

Actually, **we have no reason to be unhappy.**

But this is easier said than done...

In the next part are some examples of how other designers and agencies handle this.

PART 2

EXAMPLES - OFFF & CANNES LIONS



1. BE IN CONTROL OF YOUR ACTIVITIES

Stephan Sagmeister

- he is very aware of this - 'Things I've learned in my life'
- take the time to enjoy what you do

it doesn't make a difference whether you are an artist, freelancer or work in an agency

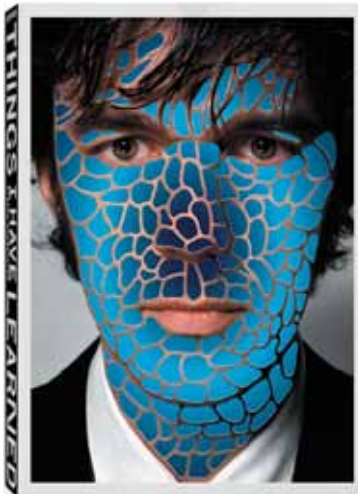
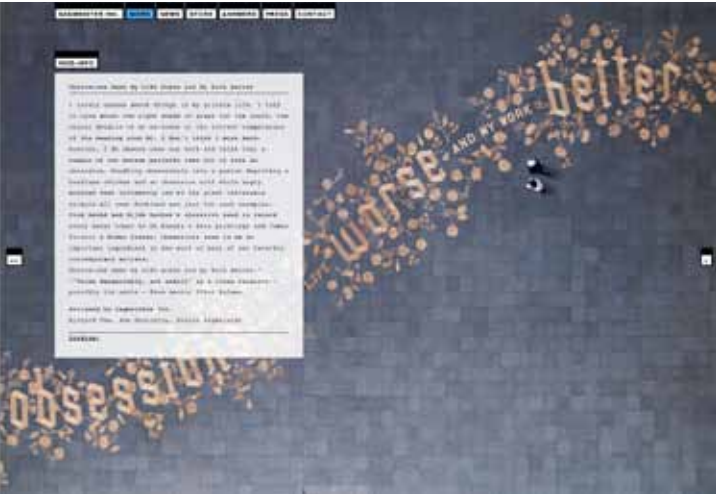
- sabbatical: his work will be inspired by this for the next 7 years
 - => this way you see your job longer as a calling (instead of a routine)
- The Happy Film



<http://www.youtube.com/watch?v=Mcd0E6mQvIM>



LESSON 1 Dare to take a sabbatical

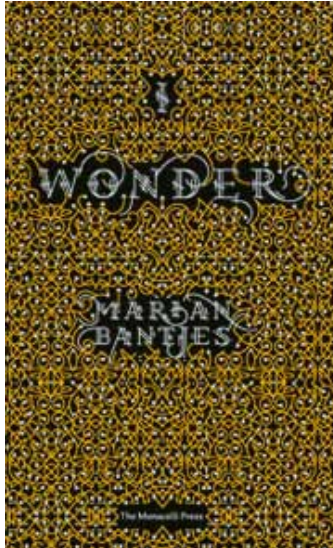


2. BE IN CONTROL OF YOUR EMOTIONS

Marian Bantjes

- try new things, experiment and fail - it leads to new possibilities
- take the time to think something over, to get lost
- she dedicated her new book to this: 'Wonder'

LESSON 2 Dare to trust your gut



**HAPPINESS CONSISTS IN ACTIVITY.
IT IS A RUNNING STREAM, NOT A STAGNANT POOL.**

- John Mason Good



3. BE IN CONTROL OF YOUR ABILITIES

3.1 Science of Creativity - DraftFCB

- have no fear of perfection: it holds you back
you have to make mistakes so you can learn from them and evolve
- it's not about avoiding failure, its about failing fast and then fixing it
- brainstorming doesn't work: you need criticism (and an outsider)

3.2 Eric Schmidt - CEO Google

- failure is the only way to innovate
- at Google offices: 20% of your work-time is for personal projects

LESSON 3 Dare to fail



For years, every James Ready Beer came with a message under its cap. These messages are part of the brand and something our drinkers look forward to. But on June 2nd, 2010 the caps went BLANK! It was a big time screw up. Within days, we started getting emails and letters from drinkers. We saw this as an opportunity and launched The James Ready Blank Cap Recall. If you send us back your blank caps, we'll send you "something" from the brewery in return. Over 1,000,000 blank caps kept drinkers and us busy.



KEEPING J.R. CHEAP CAPS



HOW CAN J.R. HELP YOU CAPS



J.R. BOARD GAME CAPS



J.R. CALENDER CAPS



BLANK J.R. CAPS

CALL FOR BLANK CAPS



RECALL LETTER IN EVERY CASE



ONLINE RECALL VIDEO

OUR DRINKERS RESPOND



1 OF 3

<http://www.youtube.com/watch?v=JNyMsWlwqNc>

**HAVE NO FEAR OF PERFECTION,
YOU'LL NEVER REACH IT**

- Salvador Dali



4. BE IN CONTROL OF YOUR TIME MANAGEMENT

Erik Spiekermann

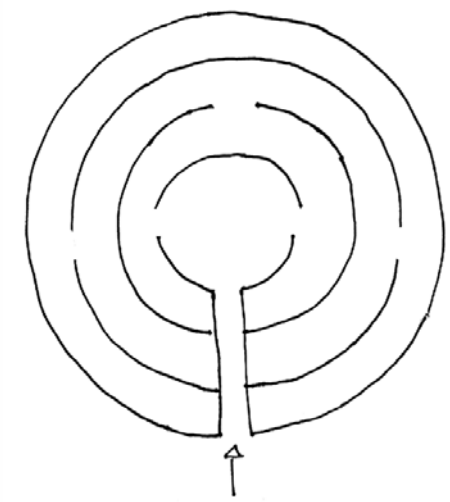
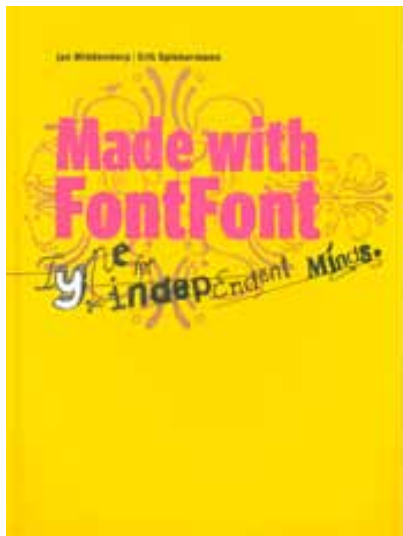
- office floor plan: public space in the middle => you have to talk to each other
cigarette breaks proved to be productive: 80% of the time the conversations are work-related
- how to find an idea: avoid - think - research - collect - sketch - take things apart
- you should treat your customer like your life partner : trust, don't lie, ...
this saves you time and stress
- neurology: alpha rays are released when being idle
this leads to an epiphany (*can be observed up to 7 seconds in advance*)

LESSON 4 Dare to to nothing



Erik Spiekermann was born the 30th of May 1947 and studied Art History and English in Berlin. Landing himself by running a hot metal printing press in the basement of his house. By 1979 he founded MetaDesign, Germany's largest design firm with offices in Berlin, London and San Francisco. In 1988 he started Foot-Shop. A company that produces and distributes digitalized fonts. By 2001 he left MetaDesign to run SpiekermannPartners. In this year he redesigned The Economist magazine in London and his corporate font family for Nokia was released the next year. One year later, he received the Gerrit Knoodig Award from the Royal Academy in Den Haag. In 2006 he was awarded the Federal German Design Prize for his type system 28 Type for Deutsche Bahn. The next year in May he was the Best designer to be elected into the Hall of Fame by the European Design Awards for Communication Design.

Handgloves
Handgloves
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Handgloves



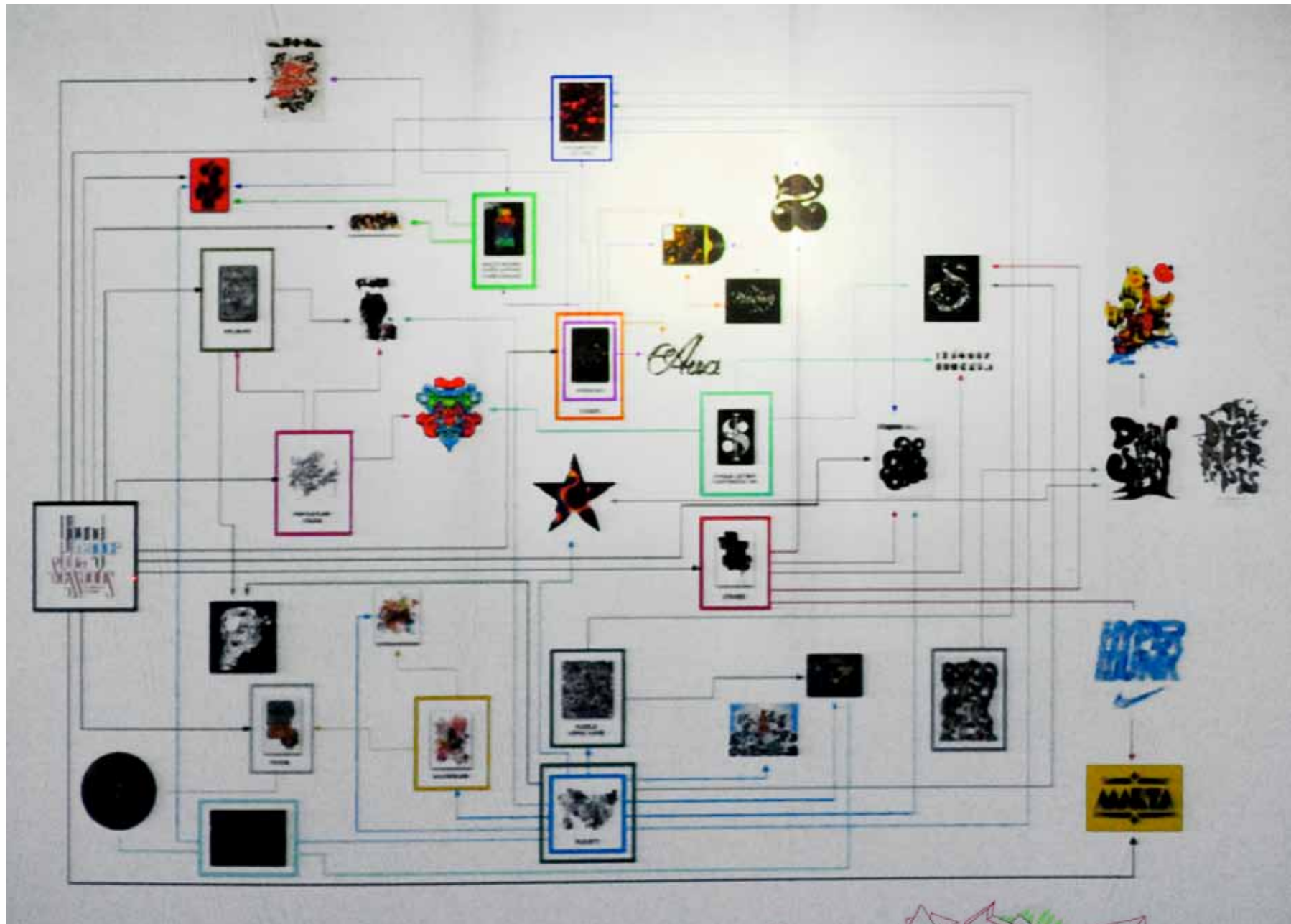
5. BE IN CONTROL OF YOUR IDENTITY

Alex Trochut

- you should not necessarily be original, it's very pretentious
accept that you receive input everywhere and imitate
- the trick is to get close to these credentials without hitting (copying) them
this way, every path is unique because you avoid copying
- don't deny your influences but work with them - nostalgia



LESSON 5 Dare to imitate



6. BE IN CONTROL OF YOUR VALUES

Hello Monday

- the Hello Currency: fun, fame en fortune
- realistic deadlines: good craftsmanship and high quality requires time
sometimes you just have to say 'no' and be honest about it why
when they trust you, they come back

LESSON 6 Dare to stay true to yourself



CONCLUSION

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Happiness & being successful have nothing to do with growth, but everything with **being in control**.

Take your time to accomplish this. Agencies and brands who understand this, are winning Golden Lions.

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We are **returning to a society of real values**. Consuming more doesn't make us happier any more.*

*“Whatever was good for business, was good for community.
Today, whatever is good for community, is good for business.”*

- Sir Ken Robinson

*Future Lab presentation 2011



Home plus subway virtual store

BACKGROUND

In South Korea, Tesco Homeplus has a fewer number of stores compared to No.1 company E-mart. Koreans tend to shop in stores near their homes just because it's more convenient and reachable. As a result, No.2 company Tesco Homeplus had to overcome the obstacle - a fewer number of stores.

MISSION

Could we become No. 1 without increasing the number of stores?

IDEA

Let the store come to people!

We created virtual stores hoping to blend into people's everyday lives. Our first try was subway stations. Although virtual, the displays were exactly the same as actual stores - from the display to merchandise. Only one thing was different, people use smart phones to shop.



RESULT

People can shop at Tesco Homeplus wherever they go, not having to visit the actual store. Moreover, they could change their waiting time to shopping time. After this campaign, online sales increased tremendously. 10,287 consumers visited the online Homeplus mall using smartphones. The number of new registered members rose by 76%, and sales increased 130%. Currently, Homeplus has become No.1 in on-line market and is a very close 2nd offline.



THANK YOU

