



GRATITUDE REVEALED

look at what you did

(thank you)

February 28, 2017

We started with a simple belief that gratitude can change the world.
Then, you helped us prove it.

brief

DEC 13
109% or
4.12MM

Gratitude Revealed consists of 16 short films with one consistent objective: Provide a visual expression of gratitude that could produce a measurably positive impact on both individuals as well as the collective whole.

We've measured our success by total video views, as well as data collected from a series of scientific quizzes and engagement metrics.

Our goal was 3.5MM, which was ambitious. But, we felt up to the challenge knowing we had the support of extraordinary colleagues and friends.

As of December 13, 2016, we had achieved 109.81%, or 4,118,184 video views.

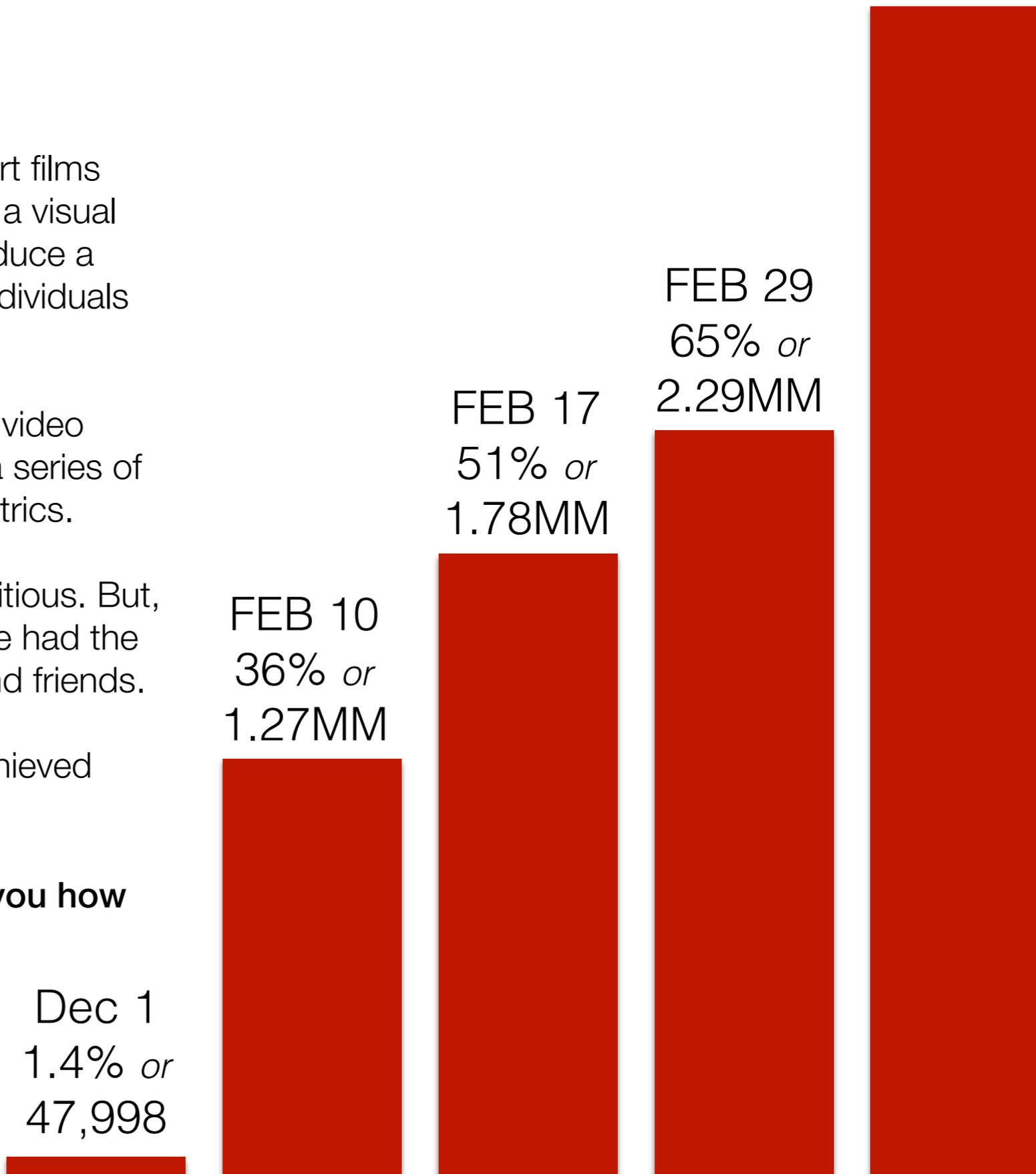
We would like to briefly share with you how this happened.

Dec 1
1.4% or
47,998

FEB 10
36% or
1.27MM

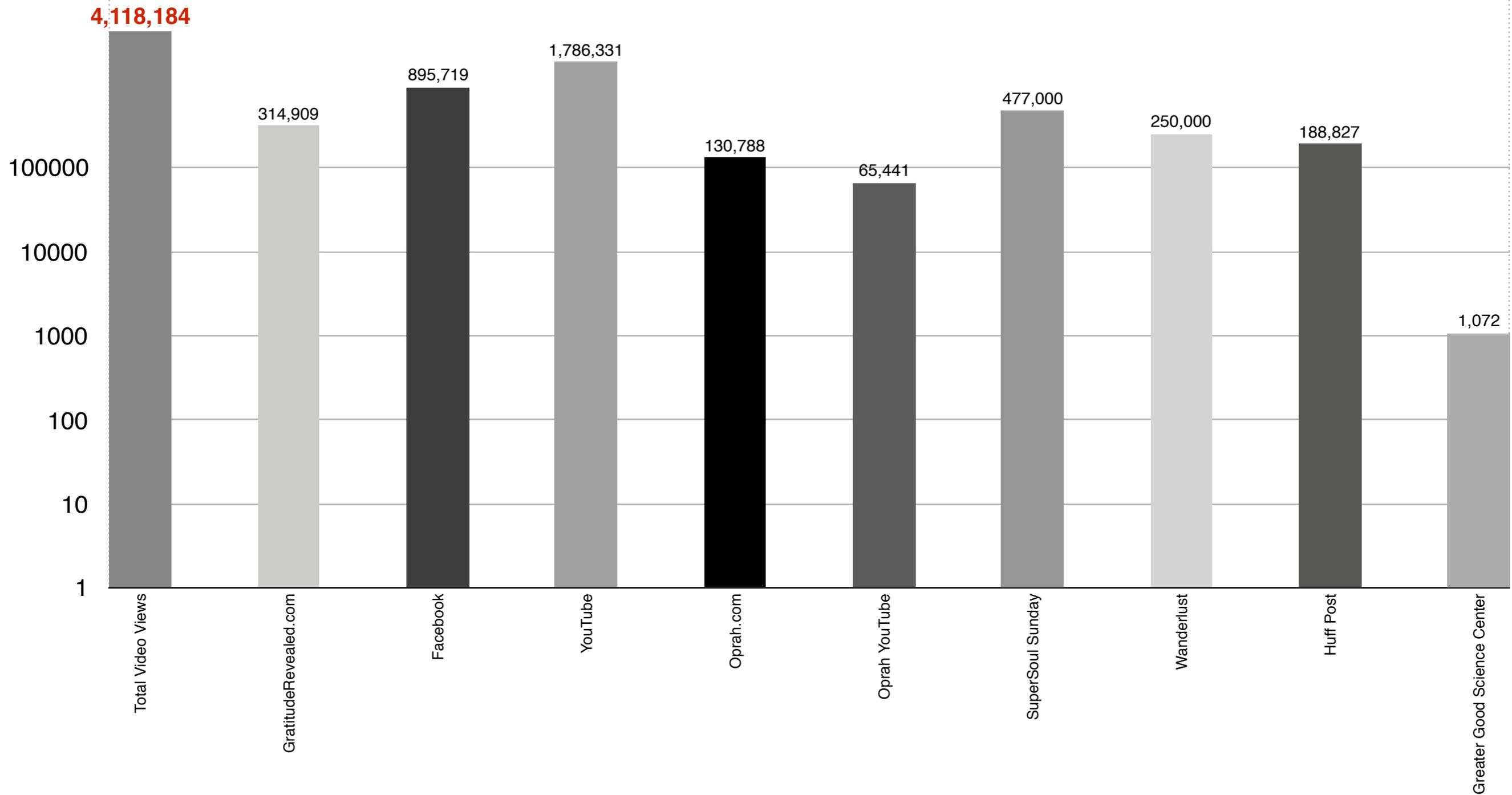
FEB 17
51% or
1.78MM

FEB 29
65% or
2.29MM



GRATITUDE REVEALED

DECEMBER 13, 2016

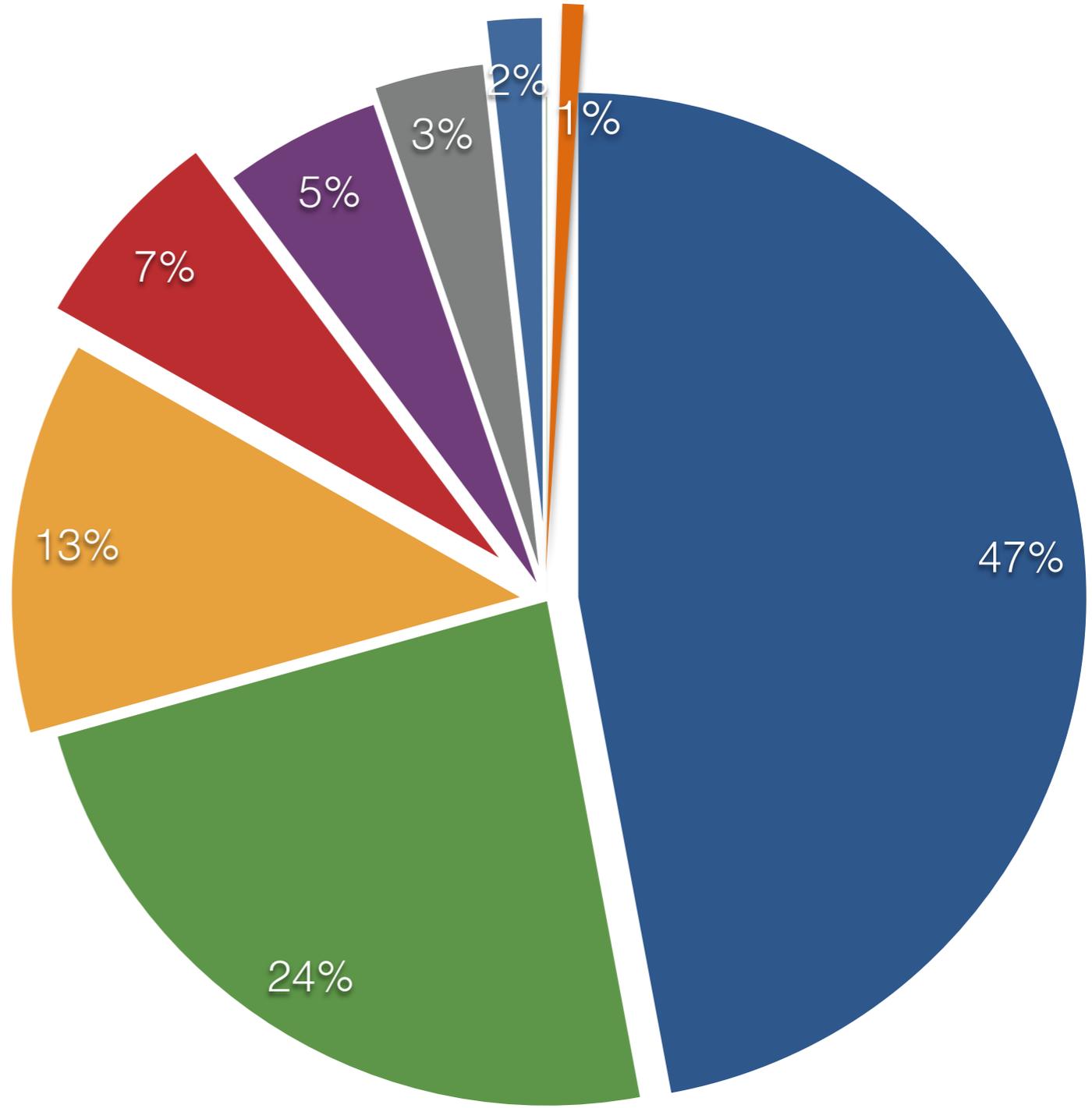


* Approximate number obtained by Wanderlust, and thus the true value of the quantity in question could be slightly different from the stated value

another perspective

Total video views: 4,118,184*

- YouTube 47%
- Facebook 24%
- SuperSoul Sunday 13%
- Wanderlust 7%
- Huff Post 5%
- Oprah.com 3%
- Oprah YouTube 2%
- Greater Good Science Center 1%



* Data collected February 29, 2016

your stories

Our community of partners have shared their stories with us, and shared our films with the world.

In December, we began an exciting new strategy for gratitude outreach. The key would be to use the website blog to create compelling stories, extracting elements of each film and sharing it with already active social audiences. This evolved into an extraordinary collection of meaningful interviews, stories and articles worthy of sharing.

Gratitude presented within a story structure has a dramatic impact on video views.



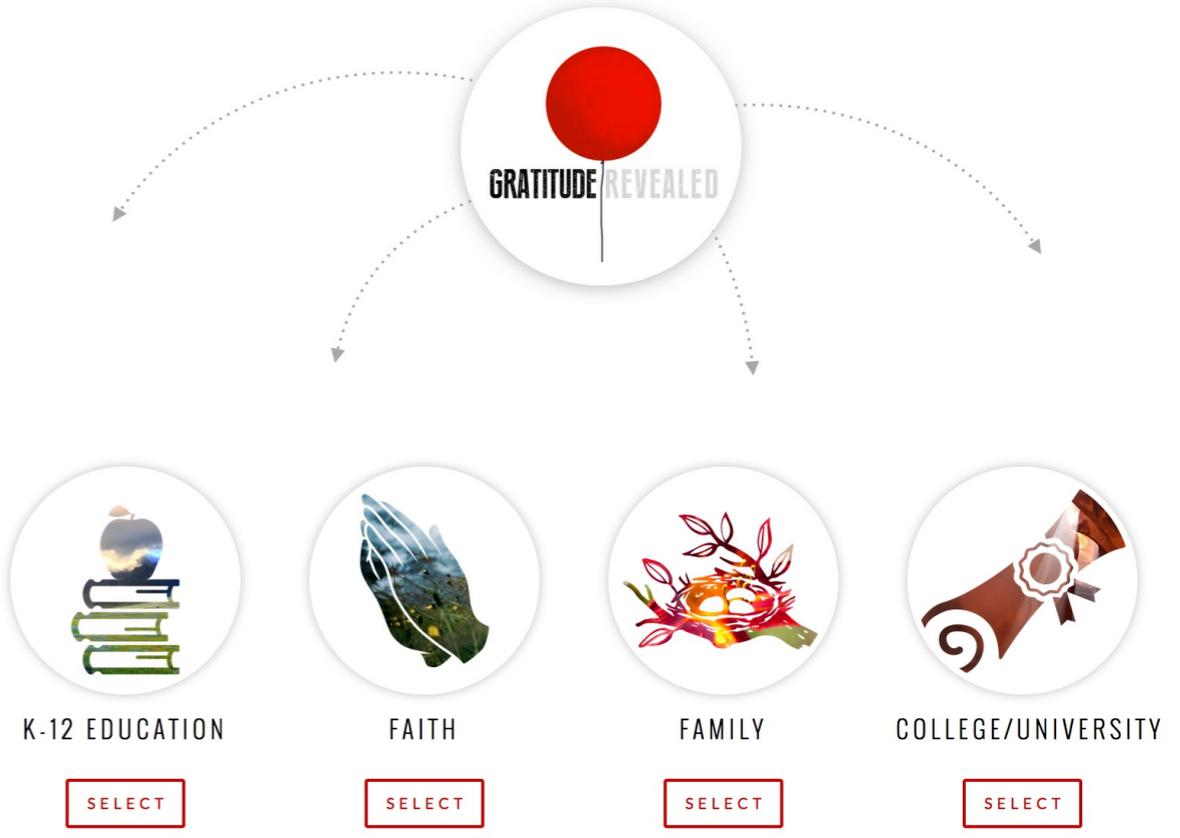
John Templeton Foundation extended our grant, asking us to explore 4 specific areas.

Introducing Gratitude Lab. Four portals, providing in-depth exploration of gratitude videos, gratitude exercises, gratitude facts, and challenges.

The four portals selected were: schools, faith-based communities, families (toddlers, teens, and marriage-focused), and college/universities.

As of February 15, 2017, the number of people who have entered Gratitude Lab is 351,482.

Our final act will culminate in a beautiful Gratitude E-Book, which we will give to anyone who completed any of our gratitude challenges.



large diverse network of partners

Interestingly, many partners are using Gratitude Revealed content to reinforce or enhance existing programs.

The breadth of the subject matter has galvanized a diverse group of strategic partners, ranging from the environmental sector to the education space to physical and mental wellbeing communities. Different gratitude material have resonated with different groups, supporting the strategy that approaching gratitude with a wide lens has enabled Gratitude Revealed to find a wide audience. All partners have promoted the series across social media platforms to introduce their audiences to our inspiring content.



connecting with new audiences

Here is an example of a blog post containing a Q&A with the film subject, Jason Silva, shared via email and multiple social media platforms, generating ultimately over **80K video views** (still counting) and over 4000 new exercises completed. These numbers were achieved **within 5 days** of publishing.

The screenshot shows a blog post on the website 'GRATITUDE REVEALED'. The main heading is 'Jason Silva Talks About Energy' with the subtitle 'A FREE FLOW OF THOUGHT'. Below the heading is a video player showing Jason Silva speaking. To the right of the video player is a 'Q&A WITH JASON SILVA' section. The page includes a search bar, social media sharing icons, and a list of categories such as Connection, Courage, Creativity, Curiosity, Energy, Focus, Forgiveness, Generosity, Gratitude, Happiness, Love, Mindfulness, Patience, and Purpose.

blog post

The screenshot shows an email newsletter. At the top is a video thumbnail with the text 'Jason Silva on the subject of... ENERGY'. Below the thumbnail is the text 'Jason Silva is called the "Epiphany Addict" for a reason...'. The email body contains a paragraph about asking Jason Silva to describe his thought-journey on the subject of Energy, followed by a 'Read full story...' button. At the bottom, there is a section titled 'Have a friend you'd like to share this with?' with social sharing icons for Facebook, Twitter, and Email.

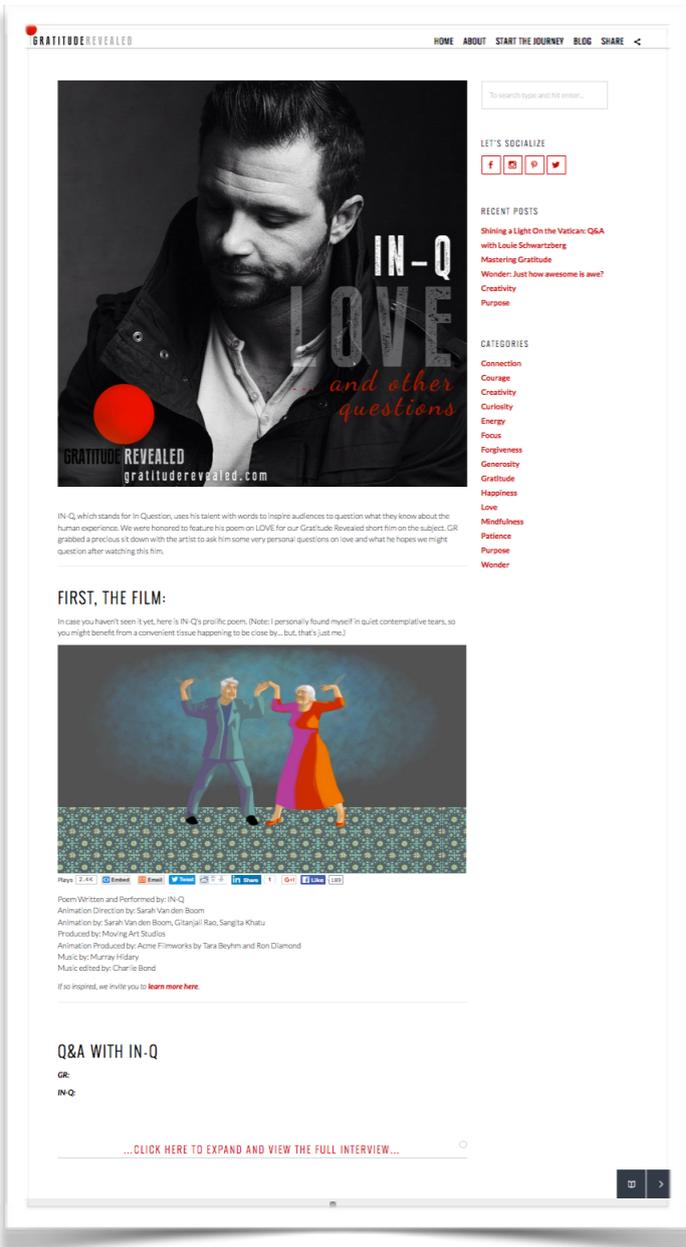
email

The screenshot shows a Facebook post for 'Moving Art by Louie Schwartzberg'. The post includes a video player showing Jason Silva speaking. Below the video player, the post shows '274,954 people reached' and '60K Views'. The post also includes a 'Like' button, a 'Comment' button, and a 'Share' button. The post is dated January 29 at 11:30am and has 1,151 shares. A red circle highlights the video player and the reach/view statistics.

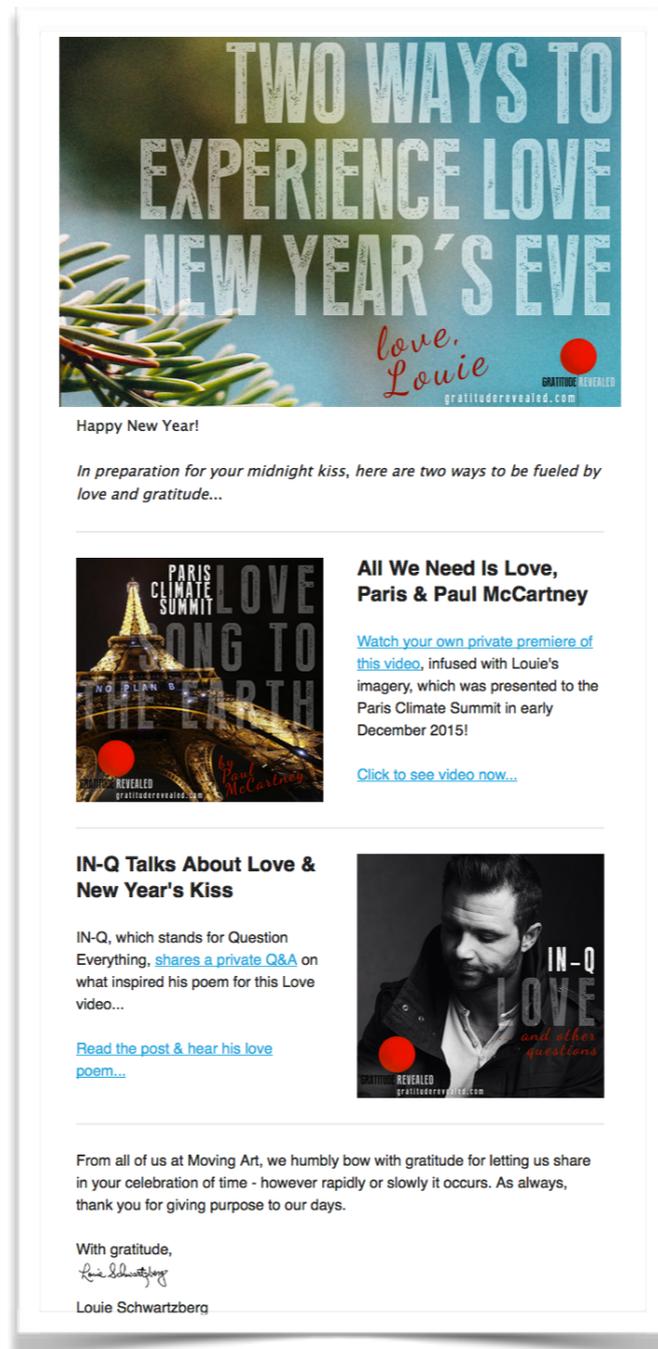
social

one man, one film, one share... one million views.

On Valentine's Day, In-Q shared his gratitude film "Love," generating a viral frenzy of **1MM views** between Facebook and YouTube in **less than 5 days** of publishing.



blog post



email



social

resonating with millennials and super souls

In March of 2016, Marie Forleo had Louie as a guest on her award-winning show MarieTV, to speak about gratitude and the art of slowing down.



MARIE FORLEO & LOUIE SCHWARTZBERG: THE BEAUTY OF SLOWING DOWN

For the past few months I've been in California. One of the things I love...

[KEEP READING >](#)



Louie Schwartzberg & Marie Forleo: The Beauty of Slowing Down

Marie Forleo [Subscribe](#) 317,917 [Download](#)

43,614 views

[+](#) Add to [Share](#) [...](#) More

[👍](#) 584 [🗨️](#) 11

273 comments

[ADD A COMMENT](#)



TIASHA

Wow! Will definitely watch Louie's films, thank you for introducing him to us. 😊

My biggest aha is to really be present and focused in every moment, to slow down and to really, REALLY be grateful for everything.

Because in reality EVERYTHING is beautiful, if we choose to see it. I love the quote from The little prince:

"And now here is my secret, a very simple secret: It is only with the heart that one can see rightly; what is essential is invisible to the eye."

And it's important to also be grateful for all of our experiences, even the bad ones. Because without them, we wouldn't be where we are right now.

Thank you, again!

REPLY



KRISTIN - TEAM FORLEO

LOVE The Little Prince, Tiasha! Great quote. So glad this episode resonated with you!

REPLY



GAYLE MARKOW

Long time appreciator; first time commentor. Loved this interview. So life-affirming. Thank you!

REPLY

MILLA

I love this episode so much! It touched me in a deep level, and I had so many insights. I want to thank Louie for his humble spirit of seeing things from different perspectives than the human's perspective. I also want to thank Marie, who's been an important influence to me since last year. I've been following you and it's been really inspiring. My gratitude to you all that make this possible!

the possibilities



We have discovered each film carries this potential.

This has inspired us tremendously.



what's next:

GRATITUDE REVEALED

THE FILM

MOVING ART™

BY LOUIE SCHWARTZBERG

our community

Since launch, Gratitude Revealed has built a devoted and active community that continues to grow daily. Our fans speak up and speak out.

Moving Art Fan Page	TED TALKS
92,809 fans	48,891,714 video views
posts reached 14,500,000	5,921 comments
5,000,000 post engagements	220,621 likes
2,000,000 post clicks	
237,000 post likes	

Jim Williams

DEC 21ST, 4:50PM

I just want to say that the TED Talk about Gratitude by Louie Schwartzberg has had a deep and profound impact on me. It was sent to me in an email by my sister in 2013 and for some reason I did not see it until after her sudden death in 2014. She was a Buddhist nun who lived in San Francisco and the message of openness to our world, the power of wonder and gratitude for our very life - these were the way she lived and shared and gave to everyone. She was also a very gifted photographer and traveled all over the world. Finding this video from her after her death felt like a clear sweet message from her to look around and really see my own life. To be thankful for each morning, for the people around me and for little aspects of daily living. I have since shared the video with anyone who will watch it and have gotten many positive responses. I love your work and I just wanted to express my thanks for the videos. They are powerful and beautiful. Thank you.




#newyear #peace #beauty
#insight #reflection #resolution
#grateful #gratituesday
#gratitude #gratitu

#gratitude	2,933,759 posts
#gratituesday	10,072 posts
#gratituderevealed	50,548 posts

GENEROSITY
makes us happier...
and...
HAPPINESS
makes us more
generous.



GRATITUDE REVEALED
gratituderevealed.com

1,148 people reached

Boost Post

Like Comment Share

Raluca Elena Rogoz, Cheryl Miles, Julie Thomas and 20 others like this.

19 shares

* Does not include fans from Fantastic Fungi Fan Page (almost 32K Fans), or fans from other social accounts (Twitter or Instagram).

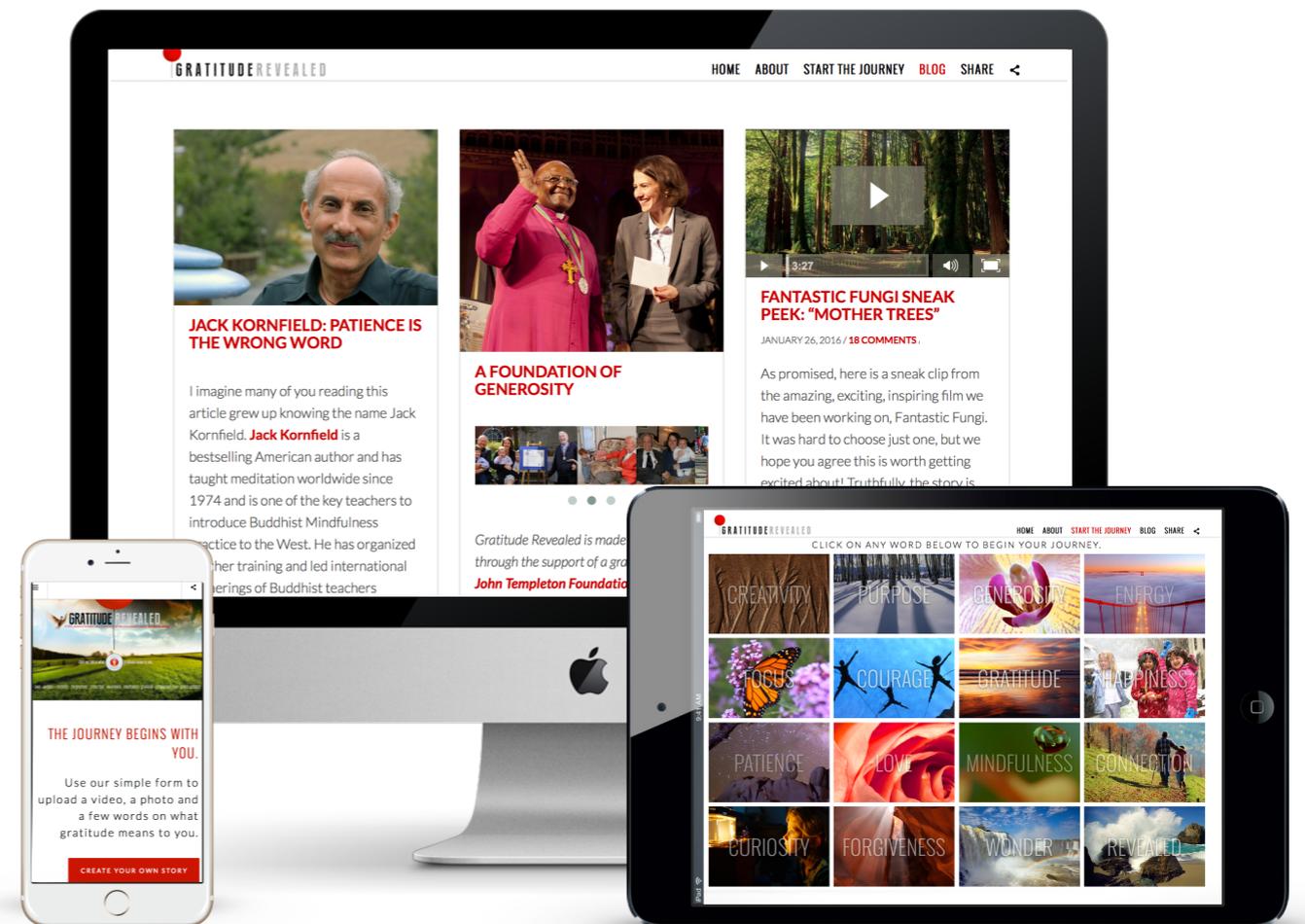
the future of what's possible

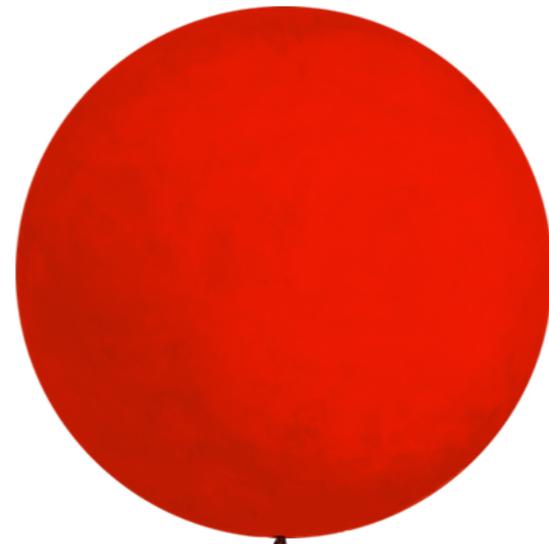
We've figured out how to fly.

This project has proven to be a magical confluence of “rightness,” constructed from right timing, right subject matter, right delivery, and extraordinarily right community.

We are filled with gratitude and honored to share this project's successes as well as future possibilities. Our hearts are full of purpose.

It is ironic that sharing gratitude inherently generates a deeper sense of gratitude within.





GRATITUDE REVEALED

Thank you.