

**Evening  Standard**

**LIFE**

**2.0**

A group of people are silhouetted against a vibrant sunset over the ocean. They are gathered around a campfire, with one person sitting in front of it. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The ocean waves are visible in the distance.

**ACHIEVEMENT**

**63% SAID THEY WANTED BRANDS**

**TO HELP THEM ACHIEVE**

PAUL DOLAN

# Happiness by Design

Finding pleasure  
and purpose in  
everyday life

'Bold and original'  
Daniel Kahneman, author of  
*Thinking, Fast and Slow*



'Few books change one's life;  
in 48 hours this has improved mine'  
Jenni Russell, *Sunday Times*



LIFE 2.0

## BEHAVIOUR

Beyond millennials

Recognisable in yourself

Recognised by Academics

Trade marketing worthy

# Quant

2000 Nat rep adults

20 min questionnaire

Defining the consumer behaviour

# YouGov<sup>®</sup>



# Qual

20 adults

90 minute interviews

Bringing the Optimisers concept to life

**WELCOME TO**

**LIFE**

**2.0**

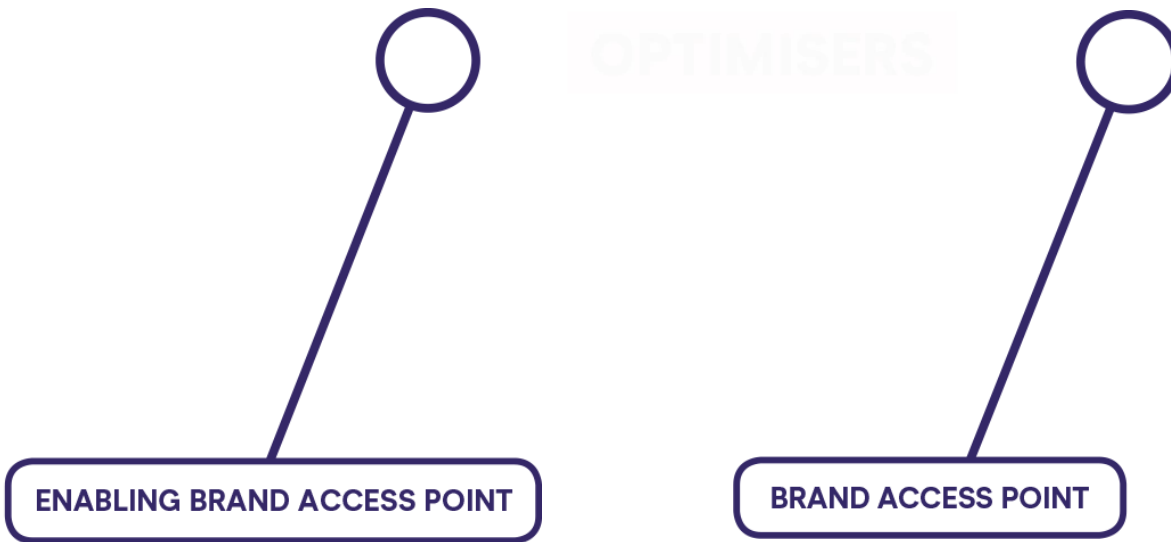


LIFE



2.0





**LIFE** 2.0  
Offers a fuller and more enriched life



**OPTIMISERS**

**DO NOT CONSIDER THEIR OPTIMISING**

**SPEND TO BE A LUXURY**







**OPTIMISERS**

**ARE MORE LIKELY TO EAT OUT**

**AND SOCIALISE**



**OPTIMISERS**

**LOVE LIVING IN LONDON**







**OPTIMISERS**

**ACCOUNT FOR A THIRD OF**

**THE LONDON POPULATION**





**OPTIMISERS**

**ARE OPEN TO ADVERTISING**

**AND INSPIRED TO PURCHASE BY IT**





**EVENING STANDARD READERS ARE**

**43% MORE LIKELY TO BE OPTIMISERS**

**THAN THE AVERAGE LONDONER**



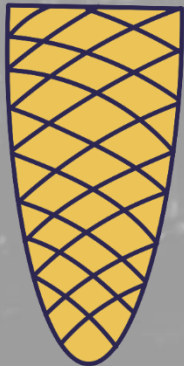


**EVENING COMMUTERS**

**FEEL 80% MORE POSITIVE**

**THAN MORNING COMMUTERS**

# CONSUMER CONFIDENCE



**-12%**

Consumer confidence has been negative for the past couple of years across the UK.



**+12%**

In stark contrast Londoners, tend to be proportionally more positive.



**60%**

And Evening Standard readers are 60% more likely to be positive than Londoners.



LIFE



2.0