



! IMPORTANT GUIDELINES NOTICE

Please note: The winning written projects from this event are based on the **previous year's competition guidelines**.

While these sample projects serve as valuable references for understanding competition format and expectations, the guidelines have been updated for the current competitive year. The previous 10-page written entry is now a 20-slide pitch deck.

For 2025-2026, all participants must refer to and follow the guidelines in the DECA Guide when preparing their competitive event projects. Using outdated guidelines may result in disqualification or penalty points being deducted.

Glenbrook North High School 2300 Shermer Road
Northbrook, IL 60062



April 8, 2025

A DECA Integrated Marketing Campaign -
Product



Prepared By :
Joshua Kahn
Nathan Stupnitsky

Table of Contents



Executive Summary	1
Description of Product	2
Campaign Objectives	3
Target Markets	4
Campaign Activities	5-7
Budget	8
Key Metrics	9
Bibliography	10
Appendix - Campaign Schedule	10



Executive Summary



Description of Product

Happify is a mobile application developed by professionals to improve each individual's mental health by focusing on holistic happiness. Happify utilizes a system based on "tracks" or modules where users complete various activities to improve their mental health. The **Happify Your Life Campaign** specifically markets the application from a unique selling proposition of practicality and enjoyment, which is achieved through the app's user-friendly interface and integration of games. This product is an important and accessible tool that help individuals reduce stress in their life, beginning their journey in improving their mental health

Campaign Objectives

Increase App Downloads

Benchmark goal: 20% Increase

Develop Awareness of Happify's Small Business Options

Benchmark goal: 12 New Business Leads

Increase Social Media Engagement

Benchmark goal: 300% Increase

Target Markets

Primary Market

Urban Professionals
(30-50 y/o)
Busy workers who lack time to go to therapy
Middle-to-high income bracket
City of Chicago

Secondary Market

Businesses
Small to Medium Sized
Office Based
Open-minded employees
Interested in and excited about tech
City of Chicago

Campaign Activities

Using the themes of **Enjoyment** and **Accessibility** to **Happify Your Life**

Social Media Revitalization

Revitalizing existing social media accounts and targeted ads on Facebook and Instagram. Using hashtags such as **#HappifyHelps** to promote reposts and increased awareness of Happify.

Podcast Features/Ads

Using podcast advertisements to market Happify within our target market's personal lives in addition to Happify's therapists serving as interviewers on podcasts

Chicagoland Small Business Event

Using a booth at the Chicago Small Business Expo to directly market Happify's offerings for businesses and gain leads for possible negotiations by setting up free trials here.

LinkedIn Promotion

Using LinkedIn for business-to-business marketing and promotion to urban professionals. Leverages Happify's unique value proposition of time flexibility

Free Trials:

Enabling the businesses we interacted with at the expo to try out Happify for the 3 weeks following the expo to see how well the app fits in their business and encourage our primary market to try Happify

Budget

Category	Categorical Total
Social Media Advertising	\$4750
Podcast Advertisements	\$7200
Human Labor Costs	\$2350
Free Trials	\$0
Chicago Expo	\$8200
LinkedIn Advertising Costs	\$2625
Miscellaneous Costs	\$500
Budget Total	\$25,625
Happify Annual Revenue	\$5-25M

Key Metrics

Number of Downloads-

Tracks the number of new downloads of the Happify app throughout the campaign

Cost Per Lead-

Tracks the amount of budget used in acquiring each new business lead

Business Partnerships-

A business offering Happify's product to all of its employees

Engagement-

Tracks the likes, comments, and shares of each post, demonstrating effective outreach

Positive Testimonials-

Tracks the number of satisfied Happify users who promote the app through word-of-mouth marketing



Description of Product

The current mental health crisis in our world is a dire problem. With 1 in 4 Americans suffering from a diagnosable mental disorder, mental health struggles are extremely prevalent in the everyday lives of all Americans. Many Americans with mental health disorders also have multiple of them. Even for those without a diagnosable disorder, stress levels are at an all-time high. Of the adults who experience frequent mental distress, 1 out of every 4 cannot access therapy due to the high costs. Additionally, mental health care providers in the U.S. average over 340 clients, which may create experiences that lack personalization or accessibility. **Happify Your Life Campaign** aims to combat these issues by marketing an impactful and accessible app entitled **Happify**.

Happify is a mobile application developed by psychologists, doctors, scientists, and counselors. It distinguishes itself from other apps via its approach toward mental health and structure. **Happify** takes a holistic approach to mental health by focusing on mindfulness, healthy sleeping, relationships, and meditation in the context of one's overall happiness. Many other apps only focus on one of these. Unlike other apps, **Happify** uses a structure personalized to each person. Users fill out a confidential questionnaire and are given personalized offerings. Happify uses a system based on "tracks." Tracks are modules consisting of meditations, games, questionnaires, and other materials. The app continues to check in to monitor one's happiness and well-being while continuously adapting their experience. **Happify** utilizes features like chatting with AI and games to ensure users remain engaged with the app. This aids significantly in our **Happify Your Life Campaign** where we are specifically marketing the app from a position of enjoyment and practicality. While some mental health apps have low retention rates, user-friendly games keep users engaged with varying activities on **Happify** as they gradually develop a habit of continually using the app.

Currently, one of the largest struggles with combating mental health issues is the accessibility of treatment in a busy world. While therapists and therapy centers have grown in popularity and availability, it is often not practical for working adults to take the time to frequently see a therapist. In-person therapy costs can also be very high and may deter some individuals from seeking help. For families whose insurance doesn't adequately subsidize mental health treatment, these costs can run as high as \$250 per session. **Happify**, on the other hand, costs \$15/month or \$140/year. People need to only spend a few minutes, 3-4 times per week, to receive its full benefits. Our **Happify Your Life Campaign** aims to help **Happify** reach a broader audience of urban professionals and small/medium sized business owners by highlighting its unique value propositions of practicality, affordability, and a holistic approach toward mental health.





Campaign Objectives

Increase App Downloads

Benchmark Goal: 20% Increase



To encourage Happify's sustainable growth, the **Happify Your Life Campaign** will increase app downloads by 20%. We will achieve this by using a targeted advertisement campaign that includes the **#HappifyHelps** social media hashtag, as well as by promoting to business owners. Increasing app downloads provides Happify with a larger clientele, that will positively benefit the app's growth through word-of-mouth marketing. By further developing the app's network of users, the **Happify Your Life Campaign** will allow the Happify app to gain more positive testimonials to use in future campaigns. Additionally, an increased number of downloads would allow Happify to help more individuals with their mental health. Overall, increasing app downloads for Happify will ensure the success and growth of the app far past our 45-day marketing campaign, due to the app's subscription-based pricing.

Develop Awareness of Happify's Small Business Options

Benchmark Goal: 12 New Business Contacts



Our second campaign objective is to increase Happify's business partnerships in the future by developing awareness of Happify's options for small businesses to purchase the app for their employees. Happify can be offered as a part of an employee's benefits package, helping create guaranteed users and subscriptions for the Happify app. Additionally, partnering with businesses will streamline the Happify Your Life Campaign's promotion toward our primary market of urban professionals. Since it would be difficult to negotiate and finalize a full partnership within 45 days, the objective of our campaign is to increase awareness of our options for small businesses. This initial step into business partnerships will further Happify's future growth by ensuring the app will not have to rely solely on individual subscriptions.

Increase Social Media Engagement

Benchmark Goal: 300% Increase in Likes and Comments



Our third campaign objective is to increase Happify's social media engagement, with a benchmark goal of a 300% increase in both likes and comments on each post. Currently, Happify has 180,000 followers on Instagram, but each post receives an average of only 200 likes and 5 comments. This extremely low rate of engagement signifies that many of Happify's followers are "bots" and that Happify's remaining "real" followers do not find Happify's posts interesting. Increasing social media engagement will allow Instagram and Facebook's algorithms to recommend Happify's posts to new users, allowing Happify to grow without having to pay for advertising. Our **Happify Your Life Campaign** will revitalize Happify's existing social media platforms to encourage Happify's followers to interact with posts, bolstering Happify's brand trust and algorithmic success, ultimately promoting Happify's sustainable social media growth. 3



Target Markets



Primary Market: Urban Professionals

Demographic

Urban Professionals
(Aged 30-50)
Middle to higher
income

Psychographic

Combating stress
and anxiety

Geographic

City of Chicago

Behavioral

Busy professionals
who may not have
time for therapy

Our primary market for our **Happify Your Life** campaign is urban professionals, aged 30-50. Studies from the National Institute of Health have shown that those who live in cities experience mood disorders 39% more frequently and anxiety 21% more frequently than their suburban counterparts. Additionally, those who work office jobs experience 20% more anxiety than their non-sedentary counterparts, supporting the urgent need to market Happify's flexible mental health support systems to urban professionals. Urban professionals often lead busy and hectic lives that increase their likelihood of depression, while their busy schedules make the prospect of therapy unfeasible. **Happify Your Life** will promote the Happify app to urban professionals who will favor Happify's use of short-burst programs. Urban professionals typically fall into middle-to-higher income brackets, ensuring that our primary market would be able to afford Happify's subscription fees. The **Happify Your Life** marketing campaign will be run in Chicago, a major urban hub that houses the offices of many corporations. The **Happify Your Life Campaign** can later be expanded to other major urban centers in the United States, but marketing specifically in Chicago (a large and centralized city) for the initial 45-day campaign is a great way to measure and ensure the success of Happify in urban hubs.

Secondary Market: Small-Medium Sized Businesses

Demographic

Small to Medium Sized
Office-based
businesses
(Up to 250 employees)

Geographic

City of Chicago

Behavioral

Open-minded
employees
Excited about tech

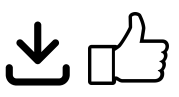
The secondary market for our **Happify Your Life Campaign** are small to medium sized businesses. According to The Harris Poll, a marketing research agency, 52% of employed Americans feel that their employers fail to provide adequate mental health support for their employees. The clear demand among employees for increased mental health support will allow the **Happify Your Life Campaign** to position itself as a proven mental health support system that a small-to-medium sized business may need. Due to corporations' large standardized policies and bureaucracy, the **Happify Your Life Campaign** will market to businesses that will have the agency to begin working with Happify as a partner. We will market to office-based businesses whose employees consist of urban professionals to ensure that our secondary market of businesses will be receptive to promoting the mental health of their employees. According to the Business Group on Health, 85% of employers surveyed wanted to expand mental health benefits after the effects of the COVID-19 pandemic, further justifying businesses as our secondary market. We will market the **Happify Your Life Campaign** to small to medium sized businesses within the city of Chicago to ensure consistency with our primary market and to ensure the feasibility of our marketing campaign.



Campaign Activities

Weeks 1-7

Social Media Promotions



Our **Happify Your Life Campaign** will begin with promotions via social media platforms. These promotions will be overseen by a hired social media consultant who will create a content calendar to ensure optimized posting times and reach. Specifically, we will be utilizing Instagram and Facebook to run 3 specific activities. These platforms and activities were selected to optimize the reach of the **Happify Your Life Campaign**, as 78% of Chicagoans aged 30-49 use Facebook and 66% of Chicagoans aged 30-49 used Instagram according to the Pew Research Center. This will ensure that we increase downloads and maximize social media engagement by promoting to our primary market of urban professionals.

Social Media Revitalization: Weeks 1-7

To begin our **Happify Your Life Campaign** on May 11th, we will revitalize Happify's existing social media pages to address our campaign objective of increasing social media engagement. Currently, Happify averages around 200 likes per post despite having over 180,000 Instagram followers. To increase engagement, we will post ways that followers can "**Happify their lives**" by promoting mental health tips and encouraging existing followers of the social media page to repost our content. A revitalized social media presence will encourage the sustainable growth of Happify's social media by empowering Happify's existing followers to share the new content, which comes at no cost to Happify itself. Active use of Happify's social media promotes word-of-mouth marketing, as the accounts' followers will be reminded to recommend Happify to those it would benefit. We will include a unifying color scheme and theme with the campaign, which Happify's current platforms lack.

Targeted Advertisements: Weeks 1-7

Our **Happify Your Life Campaign** will also use targeted advertisements on social media. Instagram and Facebook's advertising software would allow us to promote **Happify Your Life** specifically to 30-50 year olds within Chicago's zip codes whose keyword searches demonstrate an interest in mental health support, ensuring marketing efficiency and successful recruitment. These advertisements will feature statistics proving Happify's effectiveness along with testimonials about how Happify has helped urban professionals overcome mental health struggles. This form of inbound marketing will allow for our social media campaign to show how Happify fits the differing needs of all urban professionals due to its adaptable algorithm and variety of games. Targeted advertisements will help Happify increase its number of downloads by capitalizing on Instagram and Facebook's advertising software to market to urban professionals who would be most likely to purchase Happify.

#HappifyHelps: Weeks 1-2

Using a hashtag is an effective social media initiative that can spread Happify's message at no cost to Happify itself. To begin this initiative, we will reach out to encourage many of Happify's satisfied users to post a testimonial as to how the Happify app helped improve their lives. Happify will repost these testimonials on their revitalized Instagram account and encourage others to post how **#HappifyHelps**. This form of User Generated Content (UGC) will help the **Happify Your Life Campaign** build trust in the Chicago community, breaking down potential skepticism tied to technology's role in improving one's mental health. Since this promotion will target urban professionals, we will run this hashtag on Facebook, the most commonly used social media among 30-to-50-year-olds according to Pew Research Center. **#HappifyHelps** will increase engagement with Happify's social media accounts through reposting UGCs, while also increasing Happify's app downloads by building trust with potential users. This word-of-mouth marketing will allow users to highlight the game-based mental health system that makes Happify uniquely engaging and effective, helping increase Happify's downloads and solidify Happify's newfound social media presence.

This is a sample Instagram advertisement promoting our brand promise of **Happify Your Life.**

This is a sample **#HappifyHelps** post



Weeks 3-5

Podcast Features & Ads



Podcast Interview Features:

Our **Happify Your Life Campaign** will utilize digital advertisements through podcasts. One form of these advertisements will be through guest features on mental health podcasts. We will utilize Happify's existing employee network of mental health professionals. These professionals will be paid to go on to podcasts related to mental health as guest speakers. By doing so, they can increase awareness of the mental health issues in our world, advertise Happify, and market directly to listeners who have an existing interest in mental health. These listeners are members of our target market and have a specific niche of mental health interest, making them most likely to purchase the app. While other campaign activities give us a touchpoint with our primary market in their professional lives, this activity allows us to interact with them in their personal lives. These features can fulfill our campaign objectives of increasing downloads and increasing social media engagement as the Happify employees will mention Happify's social media handles in the interviews.

Paid Podcast Advertisements:

The podcast campaign activity will also use paid host-read podcast advertisements for Happify. Advertising will be done primarily on podcasts frequently listened to by our target market. While features allow us to market directly on podcasts discussing mental health, advertisements enable us to reach more people in our target market who may not listen to mental health podcasts. This ensures the reach of our podcast advertisements is maximized. Research by Deloitte has shown that podcast listeners feel a sense of trust with their host with 75% of listeners claiming they trust podcast hosts. This makes it even more likely for listeners to respond and engage with the advertisement. According to the Pew Research Center, over 50% of our target market are podcast listeners, ensuring the effectiveness of paid podcast advertisements. This activity ties well into our **Happify Your Life Campaign** as our target market will gain familiarity with Happify before we market Happify to the owners of their workplaces.

Weeks 2-4

LinkedIn Promotions



Our **Happify Your Life Campaign** will utilize LinkedIn promotions, which will target both our primary and secondary markets. According to Statista, 71% of LinkedIn's users are aged between 25-54 and 55% of LinkedIn's users come from high-income households. The general demographics of the LinkedIn app itself make it the perfect platform for advertisements targeting our primary market of urban professionals. These advertisements will utilize statistics proving the effectiveness and accessibility of Happify's unique app, helping address the campaign objective of increasing downloads. By demonstrating features and statistics that show how one can "**Happify their life,**" we can infuse the slogan of our campaign into our messaging to ensure a cohesive theme throughout all marketing activities. Additionally, LinkedIn is an extremely powerful platform to use because of its proven success in facilitating business to business (B2B) marketing. 82% of B2B marketers achieve their greatest successes in selling services through LinkedIn, according to the Content Marketing Institute, helping our **Happify Your Life Campaign** market directly to business owners. This will allow us to address our campaign goal of increasing awareness of Happify among 12 Chicago-based businesses. We will position the business specific ads as an important way to boost workers' morale and increase mental health support systems for employees, an objective that over 85% of business owners are pursuing following the pandemic (Business Group on Health). Focusing on the themes of empowering employees at a low overall cost (as the cost of partially or fully covering therapy is far more expensive) and by adapting to employees busy schedules will allow us to capitalize on Happify's unique value as an app-based mental health product.

Target Market

Why LinkedIn?

Primary

Urban Professionals
Aged 30-50
Middle to high income

71% of Users Aged 25-54
55% of users from high
income households

Source: Statista

Secondary

Small/Medium-Sized
Businesses

82% of Business to Business
marketers achieve greatest
success on LinkedIn

Source: Content
Marketing Institute



Week 4

Chicagoland Small Business Expo \$

The Chicagoland Small Business Expo, hosted on June 4 by the City of Chicago's Business Affairs and Consumer Protection Department, will allow Happify to connect directly with over 3,000 small business owners and entrepreneurs in the region. The expo provides a dynamic platform for Happify to engage with a highly targeted audience, as it brings together professionals looking for innovative solutions to improve their business operations and employee wellbeing. The event offers optimal exposure to local small businesses. At the event, Happify will leverage key marketing tactics such as pamphlet distribution and brand awareness initiatives that incorporate our slogan, "**Happify Your Life.**" By networking face-to-face with business owners, we can build rapport and offer personalized demonstrations of how Happify can be integrated as an employee benefit. We will distribute informative pamphlets that outline the advantages of offering Happify's wellness platform, focusing on how Happify enhances employee satisfaction, reduces stress, and boosts productivity. This in-person marketing approach allows Happify to position itself as a trusted partner for small businesses looking to improve employee mental health. We will utilize the event to generate leads, foster meaningful relationships, and increase brand recognition among local business owners. Ultimately, our participation in the Chicagoland Small Business Expo aligns with our campaign objective to raise awareness of Happify's benefits for Chicago-based small businesses, driving interest in offering Happify as a valuable employee resource.



Weeks 4-7

Business Free Trials



To close out our **Happify Your Life Campaign**, we will offer free trials as an employee benefit to the small businesses we connect with at the small business event. This offering allows businesses (our secondary market) to see the effectiveness of Happify on their employees. According to the University of Oxford, happy employees are 13% more productive, allowing our potential business clients to receive benefits from this purchase. These trials are designed so we can develop leads with small businesses that can be converted to clients following the end of the **Happify Your Life Campaign**. Additionally, not only does this activity help us reach our secondary market, but our primary market will also be reached through this campaign. Even if the businesses utilizing Happify's free trials to do not end up purchasing the app for their employees, their employees (who are a part of our primary market) will have already tried the app and will often choose to purchase Happify for themselves. We may even reach beyond the business employees, such as to an employee's friends, due to word-of-mouth marketing as a result of this campaign activity. This campaign activity will be effective in reaching both target markets while setting Happify up to gain an increase in purchases, business leads, and downloads during and following the campaign. The success of this campaign activity will be reflected in our key metrics of number of downloads, business partnerships, and engagement. This campaign activity directly satisfies our campaign objectives of increasing app downloads (a requirement to utilize the free trial) and developing awareness among small businesses as they experience the effectiveness of Happify. This is an effectual activity to end the **Happify Your Life Campaign** as it maximizes the amount of downloads of the Happify app's potential for future purchases.



Budget

Category	Individual Expenditures	Total budget
Social Media Promotions	Happify Instagram business account (current account): \$0 7000 Instagram Targeted Advertisements (\$0.25 CPC): \$1750 Happify Facebook business account (current account): \$0 10,000 Facebook targeted advertisements (\$0.30 CPC): \$3000	\$4750
Podcast Advertisements	4 Podcast 30-second host-read advertisements to reach an estimated 100,000 people per podcast (\$18 CPM): \$7200	\$7200
Human Labor Costs	10 hrs Social Media Consultant (Develops Insta, Facebook, and LinkedIn Posts) (\$175/hr): \$1750 4 Podcast Features from Happify Therapists (\$150/session): \$600	\$2350
Free Trials*	Estimated 3000 Free Trials for Small Businesses: \$0	\$0*
Chicago Small Business Expo	500 standard tri-fold informational brochures (\$0.40 per brochure): \$200 10' x 20' (medium size) Expo Exhibit Booth: \$8000	\$8200
LinkedIn Advertising Costs	1500 LinkedIn Advertisement Clicks (bid of \$1.75 CPC): \$2625	\$2625
Miscellaneous Costs	\$500 (this cost is an extra buffer in the budget in case unexpected costs are incurred. It can also be used to extend additional funds to particularly successful aspects/initiatives of our Happify Your Life campaign.	\$500
Total Cost		\$25,625

Total Cost: \$25,625

Happify Yearly Revenue: \$5-25M

Estimated Social Media Reach:

18,500

CPC = cost per click (a standard measurement of social media advertising costs)

CPM = cost per 1000 listeners (a standard measurement of podcast advertising costs)

*Since the Happify app is already fully developed, we anticipate no additional costs to offer free trials of the app



Key Metrics

The success of our marketing campaign will be determined by completing our previously mentioned campaign objectives. We will be able to use key metrics comprised of quantitative data to measure the success of our specific campaign goals and the success of the overall **Happify Your Life Campaign**.

Increase App Downloads by 20%

Number of Downloads

Using number of downloads as a key metric will help us analyze the success of our **Happify Your Life Campaign** by providing a benchmark statistic and an end-of-campaign statistic. Currently, Happify has just below 30,000 users in the city of Chicago according to their app store data. Measuring our number of new downloads throughout the campaign would allow us to see the specific times that there were spikes in downloads, allowing for future optimization of the **Happify Your Life Campaign** when expanded to new cities. Additionally, 6,000 new downloads would indicate that the **Happify Your Life Campaign** successfully convinced urban professionals and businesses of Happify's benefits, proving the success of our marketing campaign.

Develop Awareness of Happify Among 12 Small/Medium-Sized Businesses

Cost Per Lead

Tracking the cost per lead of connecting with new businesses is an important tool to measure the effectiveness of our **Happify Your Life Campaign**. We can use this metric effectively by calculating the CPL that turns our marketing dollars into leads. Our budget for marketing to businesses is \$10,825, and our benchmark goal for the **Happify Your Life Campaign** is 12 new business leads. Dividing the two, we see that a cost per lead of \$902 (or lower) indicates that our marketing dollars have effectively made Chicago-based businesses interested in creating a partnership with Happify. Since our campaign is only 45 days, we will calculate cost per lead instead of cost per acquisition, as the acquisition of leads is unrealistic within the given time frame. Overall, CPL will ensure that the **Happify Your Life Campaign** successfully connects with Chicago-area businesses.

Business Partnerships

Our **Happify Your Life Campaign** seeks to create awareness of Happify among small/medium-sized businesses, as these leads create relationships that would encourage future business partnerships for Happify. Business partnerships would allow Happify to be acquired company-wide, offering all of Happify's premium services to a company's employees. This key metric will be measured for the year following the campaign, to see how our 45-day **Happify Your Life Campaign** motivated and created meaningful awareness among Chicago-area businesses that led to future partnerships. Using business partnerships as a key metric will allow us to understand how Happify Your Life appealed to our secondary target market of small/medium-sized businesses.

Increase Social Media Engagement by 300%

Engagement

Engagement is an important key metric that will help us analyze how our **Happify Your Life Campaign** leads consumers to interact with Happify's social media posts and ensures the campaign is resonating with our target markets. Engagement measures the number of likes, comments, and shares on each of Happify's social media posts. Higher engagement leads to favorable promotion by the social media platforms' algorithms. This means that engagement works both as a form of word-of-mouth marketing through direct sharing of social media posts to friends, and as a way to increase the following of Happify's social media through high exposure. Improved Happify's current engagement of 200 likes per post by 300% would indicate a successful **Happify Your Life Campaign**.

Positive Testimonials

Happify's lack of social media engagement inhibits its ability to capitalize on testimonials. An important key metric to judge the success of the **Happify Your Life Campaign** in increasing social media engagement is analyzing the increase in the number of positive testimonials of Happify, particularly through reposts (such as **#HappifyHelps**) and comments. An increase in reposts about Happify mobilizes word-of-mouth marketing and helps Happify to gain new users by allowing increased engagement by users to create trust in the Happify app. The number of positive testimonials will be used to analyze the success of the social media campaigns that will run throughout **Happify Your Life**, as an increased number of positive comments and reposts will demonstrate how our social media revitalization and **#HappifyHelps** campaign prompted Happify's users to begin engaging with Happify's social media platforms.

Current



After Happify Your Life





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Appendix

Happify Your Life Campaign Activity Calendar

