



J W T

HEALTH &
HAPPINESS:
HAND IN HAND



October 2012

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A note to readers: To make the report easy to navigate, we’ve added hyperlinks to this page, so you can jump immediately to the items that most interest you (or, alternatively, you can read the material straight through).

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EXECUTIVE SUMMARY

Happiness is coming to be seen as a core component of health and wellness, with the rising notion that a happier person is a healthier person—and, in turn, a healthier person is a happier person. As health has come to be viewed in a more holistic way, with both mind and body taken into account, happiness has been getting folded into the idea of “health and wellness.”

Helping to drive this shift is more scientific evidence of the health-happiness connection. And practitioners are putting these findings into practice: The newly prominent field of positive psychology, for example, emphasizes the importance of boosting well-being rather than treating suffering. Meanwhile, governments are exploring the creation of happiness indices, formalizing the links between mental and physical well-being.

A survey we conducted in the U.S. and the U.K. confirmed the connection between health and happiness in the minds of today’s consumers. More brands around the world are linking the two as well, with taglines like “Happy Inside. Happy Outside” from All-Bran in India. Expect to see more brands demonstrating how they can serve as catalysts for lifestyles that are both healthy and happy. For marketers, the implications of this trend include a wider definition of health brands and consumers becoming just as prescriptive about achieving happiness as they are about achieving optimum health.

Methodology

All our trend reports are the result of quantitative, qualitative and desk research conducted by JWTIntelligence throughout the year. Specifically for this report, we conducted a quantitative study in the U.S. and the U.K. using SONAR™, JWT’s proprietary online tool, from Aug. 13-21, 2012. We surveyed 744 Americans and 503 Britons aged 18-plus. In addition, we interviewed four experts and influencers in the areas of psychiatry, psychology, sociology and consumer behavior.

EXPERTS AND INFLUENCERS*



TAL BEN-SHAHAR, positive psychology expert, author and lecturer



MELISSA LAVIGNE-DELVILLE, VP of trends and strategic insights, NBCUniversal



COREY KEYES, associate professor, Department of Sociology, Emory University



DREW RAMSEY, assistant clinical professor of psychiatry, Columbia University

*See Appendix to learn more about these experts and influencers.



HEALTH & HAPPINESS: HAND IN HAND

Happiness is coming to be seen as a core component of health and wellness, with the rising notion that a happier person is a healthier person—and, in turn, a healthier person is a happier person.

The pursuit of happiness is an age-old human quest, as is the pursuit of better health. But in the modern age, we've tended to see these goals as distinct, not intertwined. That's been gradually changing: As the idea of "wellness" became part of the terminology, with both mind and body taken into account, our concept of health has grown more holistic. Now, happiness is getting folded into the idea of "health and wellness" as experts in science, medicine and psychology point to their interconnectedness.



“There is a lot of research showing how happiness contributes to physical health, even to longevity. At the same time, when we neglect our physical needs—poor nutrition, lack of exercise and sleep—we pay a high price in terms of our happiness.”

—TAL BEN-SHAHAR, positive psychology expert, author and lecturer



“There has been a movement of understanding health as much more than just your weight and your exercise level, something that is much more holistic, that encompasses happiness. I would say it encompasses a lot of things; happiness is one piece of it.”

—MELISSA LAVIGNE-DELVILLE, VP of trends and strategic insights, NBCUniversal



DRIVERS

Science links happiness to physical health: The idea that mental and physical health are linked isn't new, but during the last decade, researchers have built a more solid case that happiness leads to better health. Among the findings:

- Researchers at University College London have found that happiness improves the functioning of key biological processes. Since then, various other researchers have been studying precisely which psychosocial factors boost health.
- Research has shown that more optimistic people are up to 50% less likely to suffer a heart attack or a stroke, and on the flip side, negative mental states (such as depression, anger, anxiety and hostility) can adversely affect cardiovascular health. Recently, Harvard School of Public Health researchers concluded that optimism and positivity can protect against cardiovascular disease, based on a review of 200-plus studies. They also found that people with a stronger sense of well-being engaged in healthier behaviors.



These findings suggest that an emphasis on bolstering psychological strengths rather than simply mitigating psychological deficits may improve cardiovascular health.”

—LAURA KUBZANSKY, Harvard professor, *Daily Mail*, April 17, 2012

DRIVERS (cont'd.)

- A study on “flourishing” to be published in the *American Journal of Public Health* in November links positive mental health with longevity. Co-author Corey Keyes, an Emory University professor, explains that happiness is more than simply “feeling good,” it’s also about “functioning well” and having positive emotions, achieving a balance between all three to add up to “flourishing.” Keyes says his study found this combination of emotional balance and flourishing to be a predictor of death over a 10-year period; people who were not flourishing “were at dramatic risk of premature death at all ages.”
- In 2010, Wayne State University researchers published a study showing a correlation between longevity and propensity toward a so-called Duchenne smile (an expression of genuinely positive emotion). Other research has also shown correlations between smiling and physical health.
- A report from the Mental Health Foundation links depression with junk food and diets lacking in the nutrients essential for optimal brain functioning. The study advocates eating nutrient-rich foods, such as green, leafy vegetables, whole-grain carbohydrates and salmon, rather than processed foods.

Rise of positive psychology and positive health: Positive psychology, which has been more formally recognized as a field of psychological study in the last decade, offers an alternative to the traditional “disease model.” It focuses on how to amplify well-being rather than relieve suffering. Cognitive therapy techniques are used to alter thought processes; for example, “story editing” is the practice of consciously changing thoughts and behaviors to emulate the emotions one would like to feel. Such therapy has been shown to help patients feel happier.

This discipline, which institutions from Harvard to Cambridge are now teaching, is shifting the approach to mental health from reactive (treating a disorder) to proactive (stimulating a positive mindset).



“Over the last 10 years, really for the first time, there is a significant collection of studies examining diet and mental health, and they’ve all basically said the same thing:

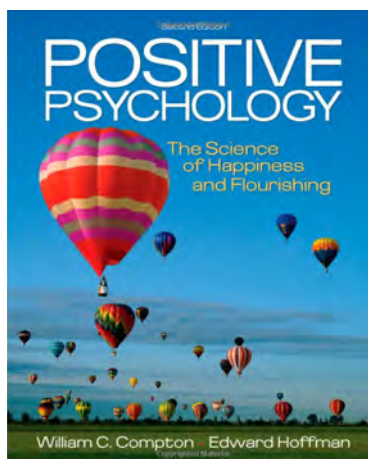
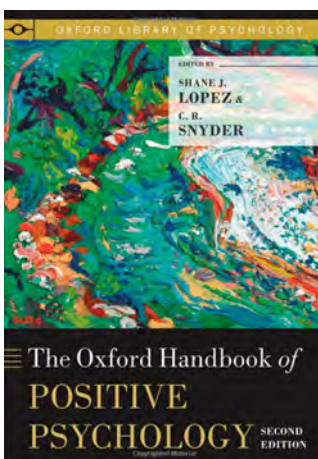
People who eat a Western diet, or the modern diet, have an increased risk for depression, anxiety and ADHD.”

—DREW RAMSEY, assistant clinical professor of psychiatry, Columbia University; co-author, *The Happiness Diet*



“More and more research in positive psychology is showing that increasing levels of well-being is preventative—working to avert psychological disease as well as physical disease.”

—TAL BEN-SHAHAR, positive psychology expert, author and lecturer



The proactive approach that positive psychology advocates is filtering into the realm of physical health. “Positive health” focuses on “promoting positive health assets—strengths that can contribute to healthier, longer lives,” according to the Robert Wood Johnson Foundation, which is funding research to identify these assets in partnership with Dr. Martin Seligman, director of the Positive Psychology Center at the University of Pennsylvania. The RWJF says positive health assets could be biological, subjective (like optimism) or functional (e.g., a stable marriage).

DRIVERS (cont'd.)

Happiness indices: As governments start to embrace the notion of happiness indices—recognizing that quantifying a society's happiness may be as important as measuring its economic growth—we're seeing official recognition of the linkages between health and happiness. In turn, this is helping to connect health and happiness in consumers' minds and create a sense that happiness can be assessed in much the same way as health.

Bhutan introduced a Gross National Happiness Index in 1972 that examines performance across nine key areas, including health, psychological well-being, time use, community vitality, education and good governance. Bhutan uses the GNH to help improve the conditions that are blocking happiness. More recently, other countries have begun to measure happiness.

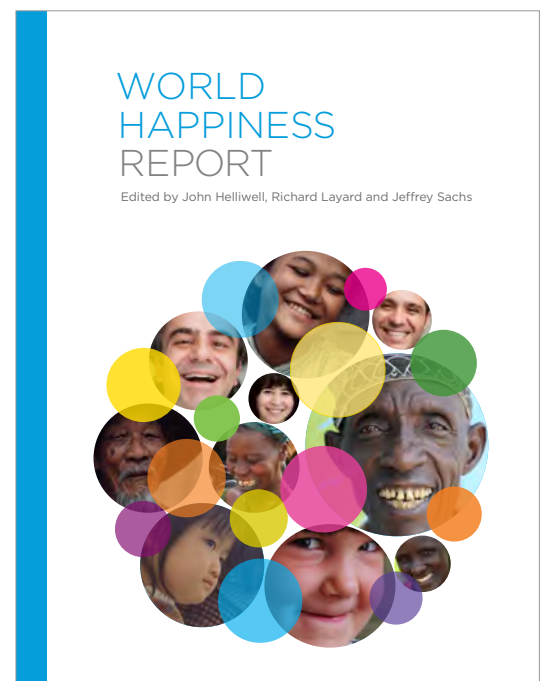
Both the U.S. and the U.K. established a Well-Being Index in conjunction with Gallup in the last few years, with regular polls to assess health and well-being. Results of these surveys help to link health and happiness: The U.K.'s Office for National Statistics reported earlier this year that health was the most common response when participants were asked what affects their well-being. The aim is for the data to help both the public and private sector develop strategies that better enable communities to thrive. In the U.S., a federally funded panel is assessing whether the country should consider the happiness quotient when determining public policy.

A happiness index is also under consideration in countries including Australia, Brazil, Canada, Japan, Denmark, New Zealand and South Korea. And the United Nations is behind the concept, with its Conference on Sustainable Development calling for a broader index than the GDP earlier this year and Bhutan leading a U.N. conference on happiness in April. To coincide with this conference, Columbia University's Earth Institute published its first World Happiness Report, which found that in rich countries, money has less impact on well-being than factors including health, political freedom, job security and stable families.

Reports such as this are helping to make the idea of measuring and more seriously considering happiness more mainstream. Almost three-quarters of respondents in our survey agreed that happiness should be taken into greater consideration when measuring a society's well-being.

A health/happiness rebalance in developing nations:

As the middle class expands in the emerging world, more people are shifting focus from satisfying their most immediate needs to seeking happiness. At the same time, however, the high stress of modern life—mostly urban, always on and hyper-competitive—is likely to negatively affect health. So we'll see a new focus on getting these two factors into balance.



“When a person's basic needs, for food, shelter and security, have been met, he or she becomes more concerned with higher needs, like fulfillment. ... And as more and more people in the modern world have their basic needs met, they're looking for prescriptions in those areas that are higher on the hierarchy.”

—TAL BEN-SHAHAR, positive psychology expert, author and lecturer



MANIFESTATIONS

Health + happiness on bookshelves: More books touching on this theme have been cropping up in recent years, such as 2011's *Spontaneous Happiness* by Dr. Andrew Weil, who has long championed the mind-body connection. One of the primary ways to optimize emotional well-being is by "taking care of the body," as Weil puts it. Dr. Martin Seligman, considered the father of the positive psychology movement, has published three books in the past decade (*Authentic Happiness*, *Learned Optimism* and *Flourish*, which unpacks the science of positive emotion); others on positive psychology include Tal Ben-Shahar's *Being Happy* and *Choose the Life You Want*, and Shawn Achor's *The Happiness Advantage*.

MANIFESTATIONS (cont'd.)



Happiness diets: *The Happiness Diet*, published in 2011, posits that the modern American diet (MAD, in the book) makes people not only unhealthy but also depressed and anxious. Turning the quest for happiness into a diet plan, authors Drew Ramsey, a clinical psychiatrist at Columbia University, and Tyler Graham argue that sugars, refined carbohydrates and industrial vegetable fats cause mental and emotional problems. They recommend a diet heavy on complex carbs and rich in vitamins and minerals that support happiness-boosting neurotransmitters like serotonin and dopamine.

“What we want to make clear is the connection between how you eat and how you feel. Will you lose weight eating the Happiness Diet? Definitely. And are these the same foods that will help prevent chronic conditions like heart disease, cancer, and diabetes? Yes.”

—TYLER GRAHAM, co-author,
The Happiness Diet, Big Blog of Gardening,
March 2, 2012

The Happiness Institute in Australia, which aims to help people become happier in actionable ways, offers a happiness diet plan that focuses not on what to eat but on the “primacy of positivity”—the idea that would-be dieters should first focus on attaining happiness. The resulting boost in positive energy, motivation and inspiration then helps people achieve their weight-loss goals. The Happiness Diet involves a six-month online interactive program.

Mental health in the spotlight: Governments and public health organizations are putting a new emphasis on preventing and addressing mental health issues, understanding that they present a growing barrier to overall well-being. According to the World Health Organization, depression is the leading cause of disability and a major contributor to the global burden of disease. It will be at No. 2 by 2020, experts predict.

Canada’s Public Health Agency is leading the way in developing and implementing programs that promote mental health, coordinating federal, provincial and territorial action and conducting research tied to the development of these initiatives.

Brands making the health-happiness connection:

- **Nestlé, “Happily Healthy Project”:** Nestlé launched this campaign in Australia in 2011 in a bid to “positively change attitudes and behaviours of all Australians to live a healthier, happier life by understanding more about the connection between the two,” as the website explains. The site lets users take a test to measure their HHQ, or Happily Healthy Quotient, which asks about lifestyle, behaviors and attitudes. Participants can compare their HHQ to averages around Australia. A tally on the site says more than 87,000 people have taken the test. Content covers topics including fitness, healthy cooking, nutrition and “happiness, fun and enjoyment.”

Nestlé makes itself part of the conversation around health and happiness while fostering a sense of community and collective action.



MANIFESTATIONS (cont'd.)



- **Campbell's Soup, "Road to Happiness":** Building off its tagline, "It's amazing what soup can do," Campbell's Soup launched a U.S. campaign last year that shows consumers from varied demographics turning to Campbell's Soup to get on "the road to happiness." The soups "fill you with vegetable nutrition, farm-grown ingredients, energy, and can help you keep a healthy weight," says the voiceover in a TV spot. The campaign positions the brand as part of a healthier, and ultimately happier, lifestyle.

- **Kellogg's All-Bran, "Happy Inside. Happy Outside":** This campaign out of India targets women in their mid-30s to 40s who may be prone to digestive problems due to factors like bad eating habits, inadequate exercise regimens, hectic lifestyles and prescription medications, according to a press release. A commercial touches on the challenges today's modern Indian woman faces in the many roles she plays, from career woman to mother to daughter. To seamlessly transition from role to role, she needs to feel good from the inside out. All-Bran tells women they must nourish and care for themselves first in order to best care for loved ones, emphasizing that a fiber-rich breakfast "can help you feel better and happy on the inside so that you are happy outside."



- **Kellogg's Special K, "What Will You Gain When You Lose?":** The brand has long been positioned as a health and diet cereal, promoting a "Special K Challenge" diet plan. Now Special K is discussing weight loss in a new light, bringing in positivity and self-esteem as an integral

part of the equation. The Challenge remains, but in the last year, Special K has moved away from emphasizing the aspirational goal of reaching an ideal weight and instead focused on the positive emotions that weight loss can bring about. Words like "confidence," "moxie," "sass" and "joy" populate a video on the brand's website.

Reflecting this shift, Special K announced it will bring in plus-sized "real women" to star in ads, which have mostly been dominated by slim models in a red swimsuit or dress. A brand spokesman told the blog Jezebel that the aim is to show that "losing weight isn't just about the way you look or a certain size you need to conform to, but more importantly about the way it makes you feel." On a microsite, women are encouraged to post pictures of themselves holding boxes of cereal that have space for writing words describing what the customer hopes to gain when they lose weight.



MANIFESTATIONS (cont'd.)



- **Lipton, “Drink Positive”:** Lipton emphasizes that “When you put good things in, you can’t help but shine on the outside.” Lipton reinforces the health benefits of the natural ingredients that go into its tea products, and this is supported on the website, which includes a section on the physical benefits of tea. In a recent extension of the campaign, spots show the country music group Lady Antebellum drinking one of the instant tea products, then feeling rejuvenated and spreading joy to people around them in a park on a beautiful day.



- **Bliss Yoghurt:** Yogurt has long been considered a health food, and some brands have been making a connection between health and happiness. In New Zealand, the website of Cyclops’ Bliss Yoghurt explains: “Cyclops has always been about quality, health and sustainability; and it always will be. The true reason for our new Bliss Yoghurt is simple... A little extra happiness for you and your loved ones.” The package reads, “7 servings of happiness from Cyclops.” Product names include the flavor “Berry Happy.”



- **Swisse:** Australian vitamin, supplement and body care company Swisse puts an emphasis on happiness in discussing its mission. “At Swisse, we focus on health and happiness, and celebrating life every day,” CEO Radek Sali said in a recent release. And a blog post on the Swisse website notes that “Health and happiness are synergistic. Therefore, by living a healthy lifestyle, happiness will follow suit.” The company is planning to expand to the U.S., Europe and Asia, and recently signed Nicole Kidman as its brand ambassador.



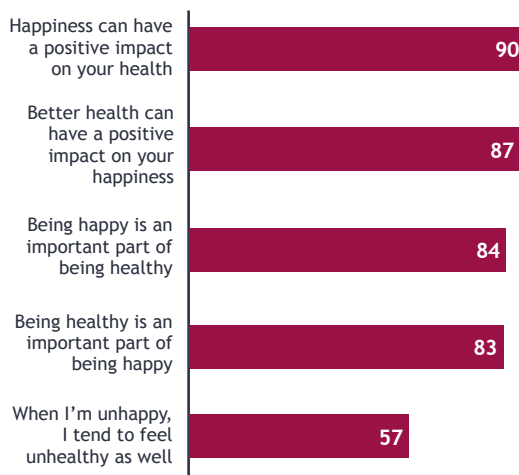
- **Happy Pills:** Spanish confectioner Happy Pills makes the health-happiness connection lightheartedly, using packaging inspired by pill bottles and emergency kits. The candy may not be literally healthy, but the implication is that it brings a mental health boost.

MANIFESTATIONS (cont'd.)

Consumers are connecting health and happiness: Consumers are quickly coming to regard these as inextricably linked, as confirmed by a survey we conducted in the U.S. and the U.K.

FIGURE 1A:
**Health and happiness, hand in hand
(U.S. and U.K.)**

Percentage of American and British adults who agree



Around 9 in 10 respondents believe that happiness can have a positive impact on one's health and vice versa. And on the flip side, a majority say that feeling unhappy is linked with feeling unhealthy. As many as 87% of respondents agreed that "Better health can have a positive impact on your happiness." (For country breakdowns, see Appendix, Figures 1H-I.)

FIGURE 1B:
Ingredients for health (U.S. and U.K.)

Percentage of American and British adults who say the following are an important part of being healthy (top 15 responses)



Two-thirds of respondents said being happy is an important part of being healthy, with a majority also citing key components of happiness (having a positive attitude, spending time with friends and family, maintaining a work-life balance, making time for interests and hobbies). (For country breakdowns, see Appendix, Figures 1J-K.)

MANIFESTATIONS (cont'd.)

FIGURE 1C:

Steps to health (U.S. and U.K.)

Percentage of American and British adults who say they personally do the following to stay healthy (top 15 responses)



Close to half of respondents said being happy is something they personally do to stay healthy, not much less than the percentage who said they exercise regularly to stay healthy. And a majority cited key components of happiness (spending time with friends and family, a positive attitude, interests and hobbies). (For country and generational breakdowns, see Appendix, Figures 1L-M.)

FIGURE 1D:

Key traits of good health (U.S. and U.K.)



This word cloud is based on open-ended responses to the question "How do you define health?" The relative size of each word is based on the frequency with which it was used. (For country breakdowns, see Appendix, Figure 1N-O.)

MANIFESTATIONS (cont'd.)

FIGURE 1E:

Ingredients for happiness (U.S. and U.K.)

Percentage of American and British adults who say the following are an important part of being a happy person (top 15 responses)



More than 6 in 10 said feeling healthy is an important part of being a happy person, and a significant percentage (more than a third) said key components of health—exercising regularly and eating nutritious foods—are important to happiness. (For country breakdowns, see Appendix, Figures 1P-Q.)

FIGURE 1F:

Steps to happiness (U.S. and U.K.)

Percentage of American and British adults who say they personally do the following to stay happy (top 15 responses)



Just over a third of respondents said that feeling healthy is something they personally do to stay happy, and a similar percentage cited regular exercise. A third said eating nutritious foods helps them stay happy. (For country and generational breakdowns, see Appendix, Figures 1R-S.)

MANIFESTATIONS (cont'd.)

FIGURE 1G:

Key traits of happiness (U.S. and U.K.)



This word cloud is based on open-ended responses to the question “How do you define happiness?” The relative size of each word is based on the frequency with which it was used. (For country breakdowns, see Appendix, Figures 1T-U.)



WHAT IT MEANS

Because a happier person is a healthier person and, in turn, a healthier person is a happier person, we'll see more brands demonstrating how they can become catalysts for healthy, happy lifestyles. And as health and happiness become more intrinsically linked, the definition of health will evolve, growing more holistic. So too will the definition of a health brand, which will broaden to include those that help consumers along on their search to find happiness or in their efforts to sustain it.

“

Health and cheerfulness naturally beget each other.”

—JOSEPH ADDISON, 17th century English essayist, poet, playwright and politician

WHAT IT MEANS (cont'd.)

Happiness as a motivator for health, and vice versa: The link between health and happiness means that one element can serve as a powerful motivator in helping consumers to achieve the other element. For instance, health benefits (weight loss, improved cardiovascular functioning and muscle mass, etc.) have long been assumed to be a key motivator for exercise—but some studies are finding that happiness is a greater incentive. Exercise releases endorphins (giving rise to the so-called “runner’s high”) and helps to burn the stress hormone cortisol, emotional payoffs that are more immediate than the physical ones. “The well-being and enjoyment benefits of exercise should be emphasized,” one study concluded, according to *The New York Times*.

Takeaway for brands: Brands have opportunities to reframe motivation. For brands that can bring happiness, emphasizing a health aspect will help create a one-two punch. And for brands that are health-related—whether in nutrition, fitness, etc.—it may be just as or more effective to tout the happiness effects than the medical benefits.



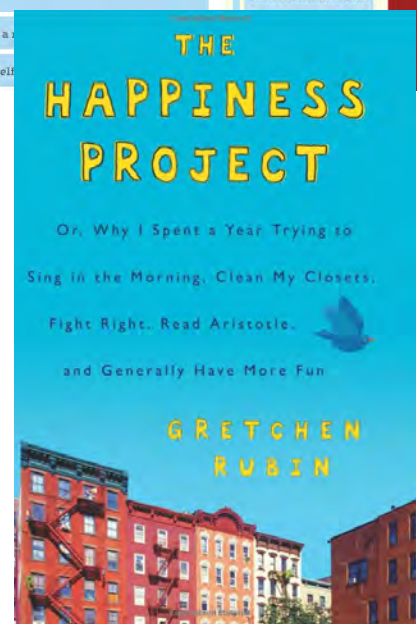
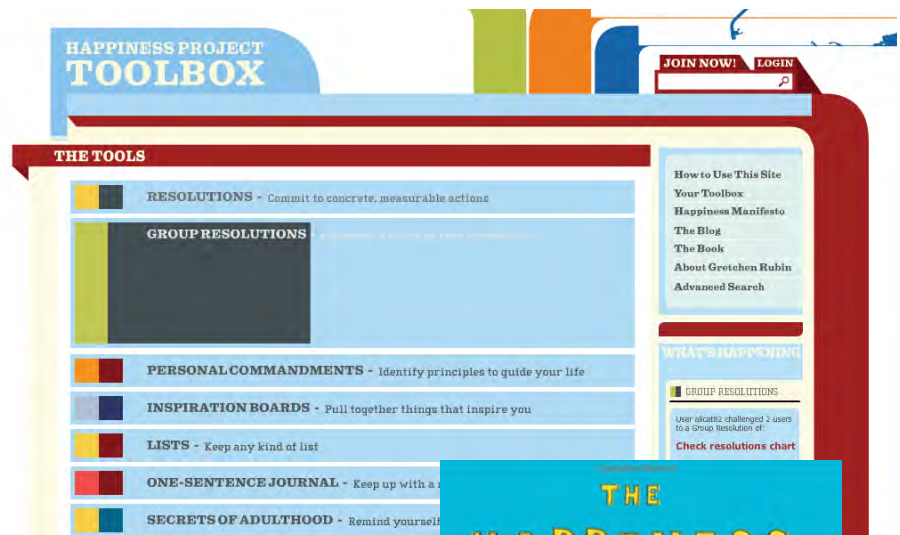
“Everybody’s in the gym wanting to look better, but when people are finished with their workouts, they usually feel better, more grounded and accomplished.”

—DREW RAMSEY, assistant clinical professor of psychiatry, Columbia University; co-author, *The Happiness Diet*

Consumers adopt a proactive perspective: Consumers will become just as prescriptive about achieving happiness as they are about achieving optimum health. The growing connection between health and happiness in consumers’ minds is helping to drive a more proactive approach to happiness, perhaps driven by the Great Recession, which has left consumers seeking ways to regain control over their lives.

“People have always pursued happiness, but it seems today there are more prescriptive ways to do that than ever,” Dr. Drew Ramsey told us. Ramsey’s book *The Happiness Diet* is one example. Gretchen Rubin’s 2009 best-seller *The Happiness Project*—an account of the year the author spent test-driving “wisdom of the ages, current scientific studies and lessons from popular culture about how to be happy”—even sparked a Happiness Project toolbox that fans can use to conduct their own yearlong project, as well as online happiness support groups.

The Happiness Project and other such titles are putting the pursuit of happiness on the pop culture agenda and shifting it from a metaphysical abstraction—an amorphous aspirational goal—to a clear formula. Today’s conversation is less about what happiness means than how to achieve it, placing it more on par with health. Indeed, almost 6 in 10 respondents to our survey said they would be likely to use a theoretical happiness measurement from their doctor as part of their health evaluation.



WHAT IT MEANS (cont'd.)

Takeaway for brands: Brands can show how they are a part of the prescription for enduring happiness. Many consumers already believe that brands can boost their well-being: 46% of respondents overall and 62% of Millennials said they think brands can have a positive impact on their own happiness. (See Figure 2A; for country breakdowns, see Appendix, Figures 2B-C.)

Brands can serve as facilitators of and partners in proactivity. They may need to develop programs or movements of their own, offering guidelines and advice, or creating products and services that can be readily integrated into existing programs and movements.

Marketers should focus on consumer “do’s” for health and happiness, not the “don’ts,” outlining solutions rather than creating anxiety around the problems. Consumers want actionable, easy-to-understand solutions and roadmaps. And they prefer communications that employ and encourage proactive approaches instead of reactive responses. A social element can further motivate consumers, helping to hold them accountable to their goals while providing moral support and guidance.

Happiness becomes a serious pursuit: Once happiness is tied so closely to health, it comes to feel like a less frivolous aim than it previously might have. And as stress reduction becomes a bigger public health issue worldwide, more governments are likely to start considering ways to develop and implement happiness-related initiatives, reinforcing the idea that happiness is a serious subject. As governments develop happiness indices, the implication for brands that can substantively help to boost happiness is that they are ultimately bolstering a society’s well-being.

Takeaway for brands: The recession and its aftermath created an environment in which brands must stand for something greater and more meaningful than simply the products and services they offer—and the growing emphasis on happiness has made this all the more true. Consumers are starting to believe that “less is more,” becoming more selective and considered with their purchases and seeking to spend more on things that add meaning to their lives (memorable experiences, for instance).

Brands should work to help bring about happiness and health rather than just speaking to it in messaging, demonstrating how their products and services can add meaning to people’s lives or enable fulfilling experiences. These can be positioned as helping to bring about not only individual happiness but greater social well-being.

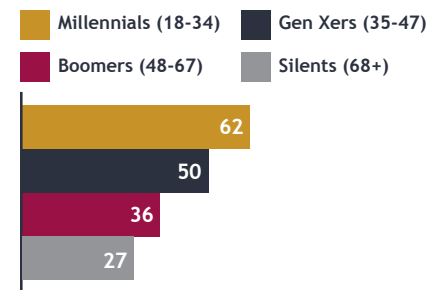
The long-term big picture: Linking happiness so tightly with health means a consumer outlook that’s less hedonic (based around instant gratification) and more focused on long-term goals—given that achieving enduring happiness and health often means forgoing fleeting pleasures, whether it’s saving up for something meaningful instead of making a splurge purchase or spending on salad ingredients instead of a dessert. Post-recession, consumers have shifted away from a focus on the short-term fix.

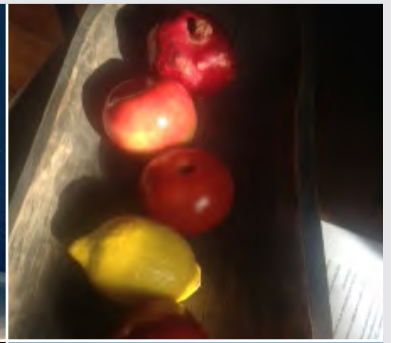
Takeaway for brands: Rather than position the brand as providing a quick hit of happiness, marketers that don’t provide instant gratification can show how they are part of the fabric of a healthier and happier lifestyle. They can explain how their product or service offers solutions rather than things, providing evidence of the benefits they bring over the long haul.

FIGURE 2A:

A boost from brands? (U.S. and U.K.)

Percentage of American and British adults who believe that “brands can have a positive impact on your own happiness”





APPENDIX



APPENDIX: MORE ABOUT OUR EXPERTS/INFLUENCERS



TAL BEN-SHAHAR, positive psychology expert, author and lecturer

Ben-Shahar, who currently teaches at the Interdisciplinary Center in Israel, previously taught popular Harvard University courses on positive psychology and the psychology of leadership. He consults and lectures around the world to executives in multinational corporations, the general public and at-risk populations on topics including leadership, ethics, happiness, self-esteem, resilience, goal setting and mindfulness.

Ben-Shahar is the author of the new book *Choose the Life You Want: 101 Ways to Create Your Own Road to Happiness*. His previous books include *Being Happy: You Don't Have to Be Perfect to Lead a Richer, Happier Life* and New York Times best-seller *Happier: Learn the Secrets to Daily Joy and Lasting Fulfillment*. An avid sportsman, Ben-Shahar won the U.S. intercollegiate and Israeli national squash championships. He earned a Ph.D. in organizational behavior and a B.A. in philosophy and psychology from Harvard.



COREY KEYES, associate professor, Department of Sociology, Emory University

Keyes' research centers on illuminating the "two continua" model of health and illness, showing how the absence of mental illness does not translate into the presence of mental health and revealing that the causes of true health are often distinct processes from those now understood as the risks for illness. This work is being applied to better understand resilience and prevention of mental illness, and informs the growing health care approach he calls "proactive health care." Keyes is currently working on these

issues with governmental agencies in Canada, Northern Ireland and the U.S.

Keyes' 1998 article in *Social Psychology Quarterly* introduced the concept and measurement of social well-being. His 2002 article "The Mental Health Continuum" introduced scientifically the concept of flourishing and the diagnosis of positive mental health. Among other things, his recent research has focused on the role of promoting positive mental health for preventing mental illness and premature mortality.



MELISSA LAVIGNE-DELVILLE, VP of trends and strategic insights, NBCUniversal

As an expert on consumer culture and trends, Lavigne-Delville guides NBCU's marketing partners through today's rapidly changing technology, media and cultural landscape, ensuring they find the most resonant ways to communicate and the most effective places to connect. Before joining NBCU, Lavigne-Delville was managing director of The Intelligence Group, the youth trend and marketing division of Creative Artists Agency, working on research and consulting projects

with clients including Procter & Gamble, BBC Worldwide, Microsoft, HBO, Nike and Target. She also headed The Intelligence Group's monthly trend seminars. Prior to this, she was director of a New York fashion-forecasting firm, and a merchant and youth culture expert for Urban Outfitters. She is currently pursuing a master's in trend research at New York University.



DREW RAMSEY, assistant clinical professor of psychiatry, Columbia University

Ramsey is one of psychiatry's leading proponents of using dietary change to help balance moods, sharpen brain function and improve mental health. His clinical work focuses on the treatment of depression and anxiety with a combination of psychotherapy, lifestyle modification and psychopharmacology. His interests lie in using modern psychological concepts and the latest brain science to help people live their healthiest, happiest lives. In 2008, he turned his attention to

changes in the American food supply and co-authored *The Happiness Diet* with Tyler Graham, published in 2011.

In addition to serving as an assistant clinical professor of psychiatry at Columbia University in New York, Ramsey is an attending psychiatrist at the New York State Psychiatric Institute. His writing and commentary on brain health and food have appeared in publications including *The New York Times*, *The Wall Street Journal* and *The Atlantic*, as well as his blog Recipe for Happiness on DrewRamseyMD.com and a blog, The Farmacy, on *Psychology Today's* website. Follow him @DrewRamseyMD on Twitter.



APPENDIX: ADDITIONAL CHARTS



APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1H:
Health and happiness, hand in hand (U.S.)
Percentage of American adults who agree

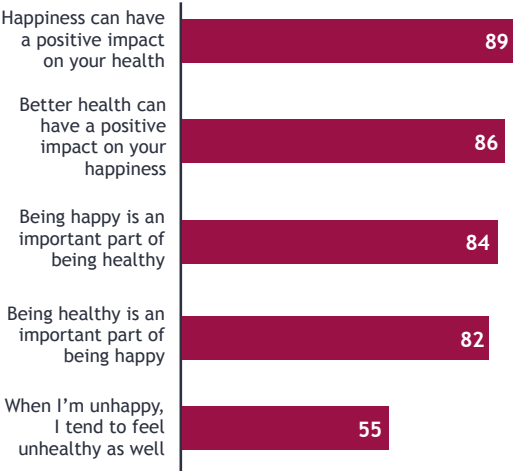
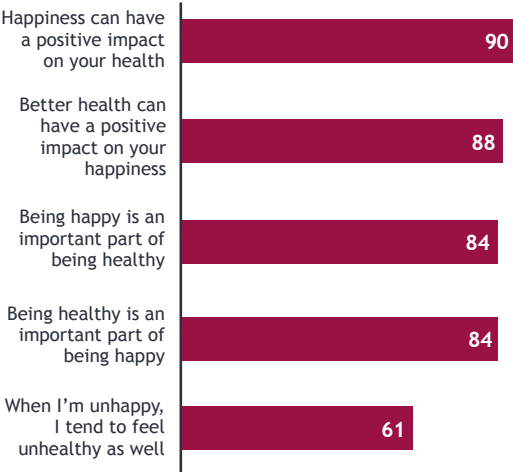


FIGURE 1I:
Health and happiness, hand in hand (U.K.)
Percentage of British adults who agree



APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1J:

Ingredients for health (U.S.)

Percentage of American adults who say the following are an important part of being healthy (top 15 responses)



FIGURE 1K:

Ingredients for health (U.K.)

Percentage of British adults who say the following are an important part of being healthy (top 15 responses)



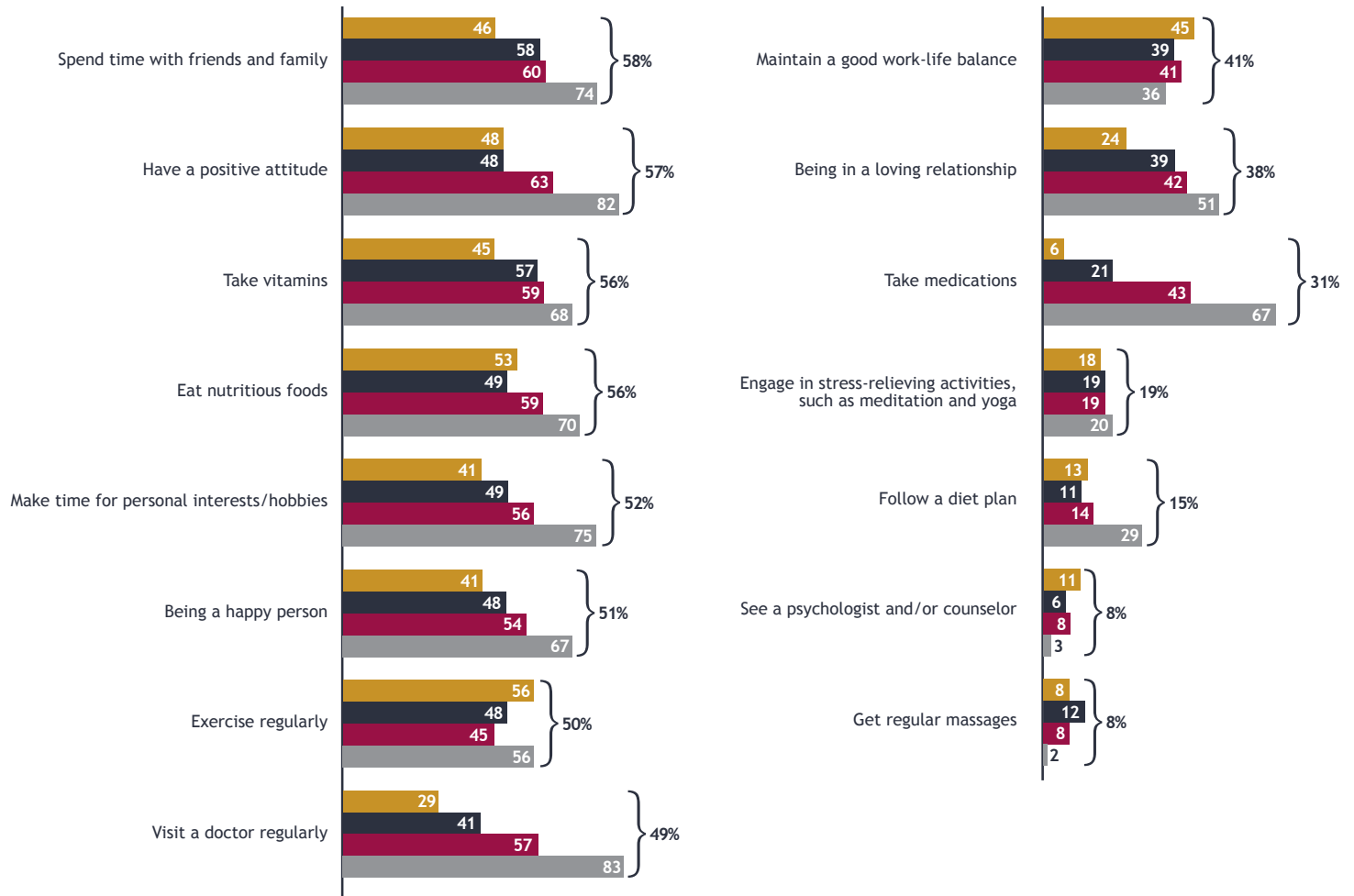
APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1L:

Steps to health (U.S.)

Percentage of American adults who say they personally do the following to stay healthy (top 15 responses)

■ Millennials (18-34)
 ■ Gen Xers (35-47)
 ■ Boomers (48-67)
 ■ Silents (68+)



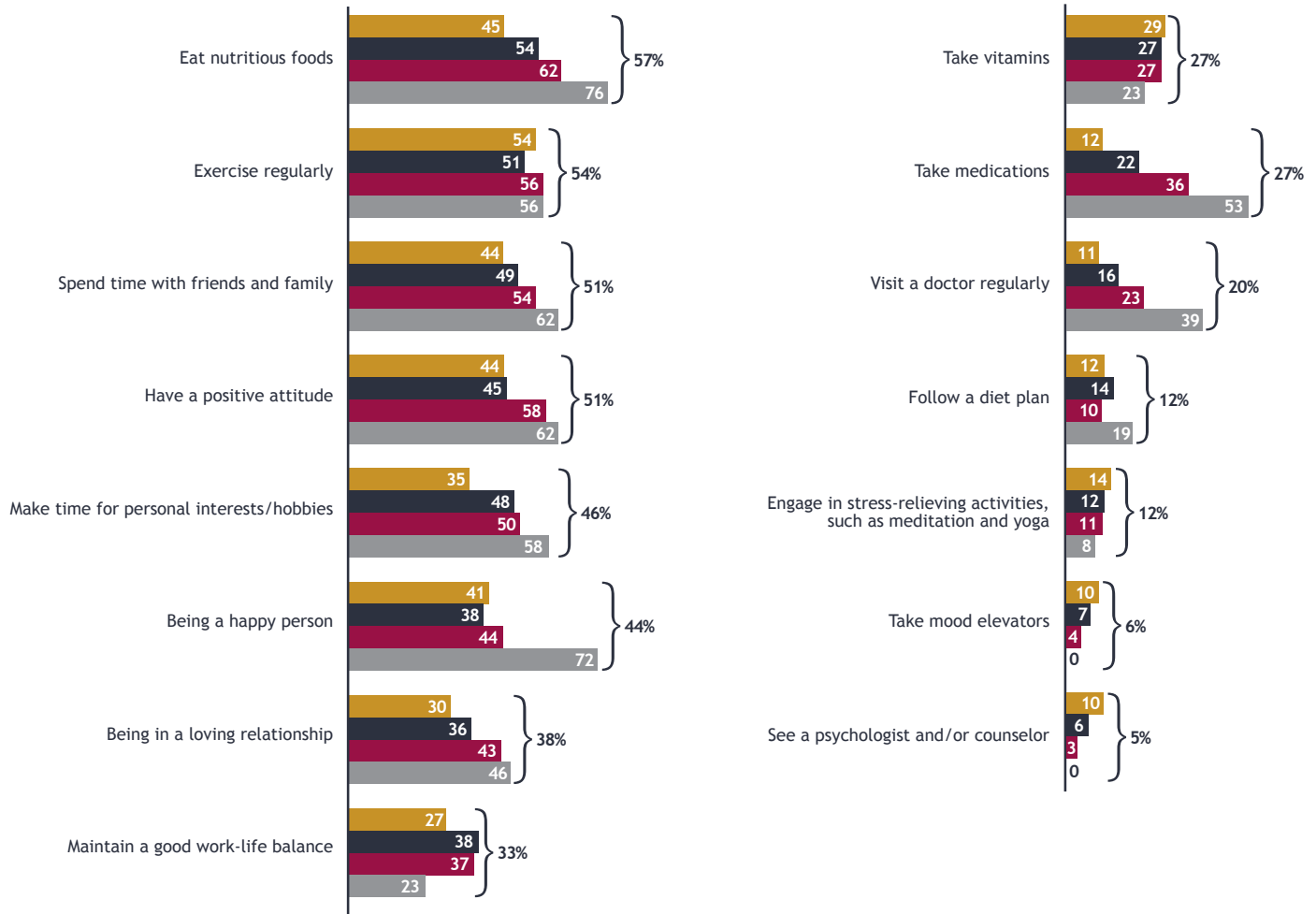
APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1M:

Steps to health (U.K.)

Percentage of British adults who say they personally do the following to stay healthy (top 15 responses)

Millennials (18-34) Gen Xers (35-47) Boomers (48-67) Silents (68+)



APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1N:
Key traits of good health (U.S.)



FIGURE 10:
Key traits of good health (U.K.)



APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1P:

Ingredients for happiness (U.S.)

Percentage of American adults who say the following are an important part of being a happy person (top 15 responses)



FIGURE 1Q:

Ingredients for happiness (U.K.)

Percentage of British adults who say the following are an important part of being a happy person (top 15 responses)



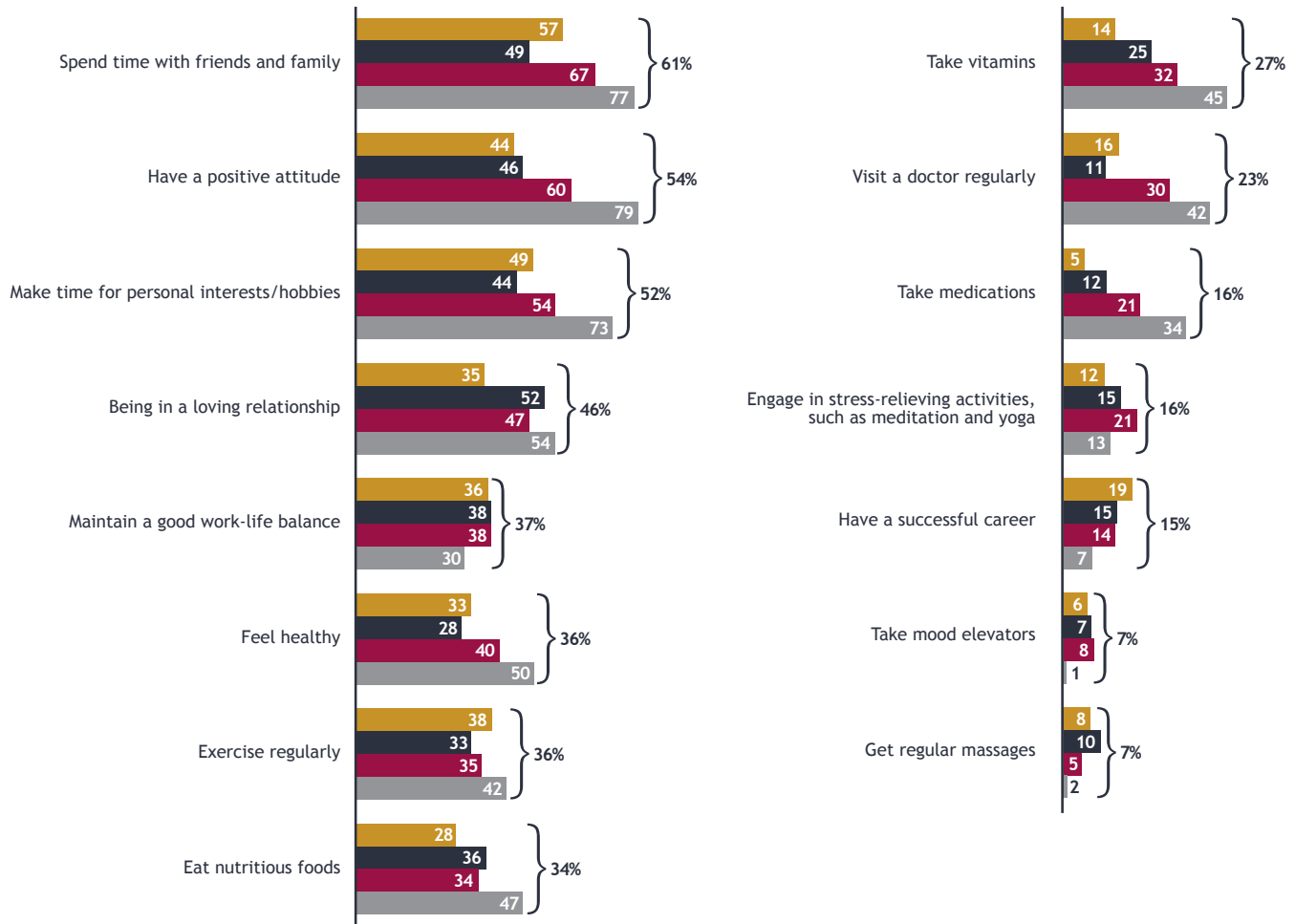
APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1R:

Steps to happiness (U.S.)

Percentage of American adults who say they personally do the following to stay happy (top 15 responses)

Millennials (18-34) Gen Xers (35-47) Boomers (48-67) Silents (68+)



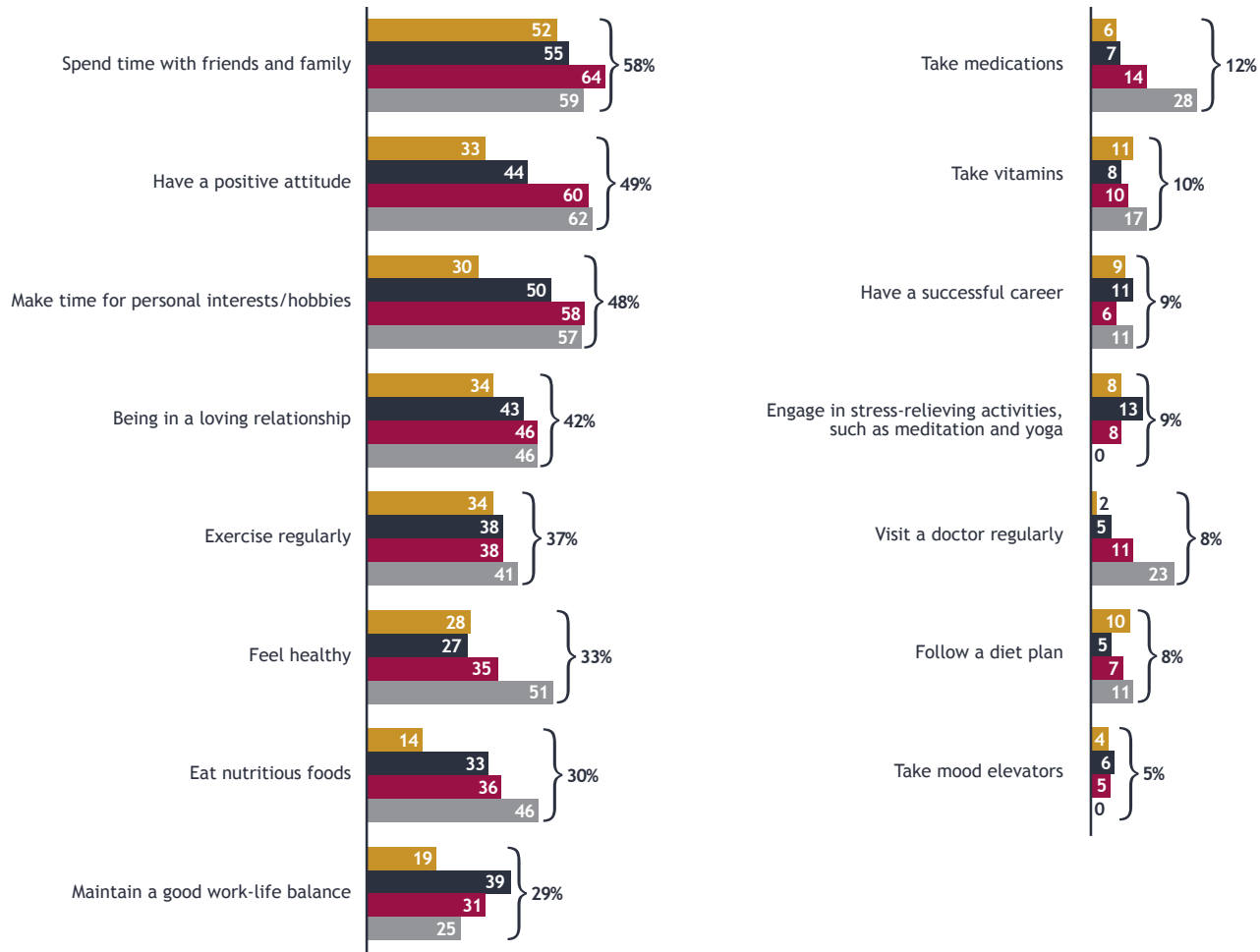
APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 15:

Steps to happiness (U.K.)

Percentage of British adults who say they personally do the following to stay happy (top 15 responses)

Millennials (18-34) Gen Xers (35-47) Boomers (48-67) Silents (68+)



APPENDIX: ADDITIONAL CHARTS (cont'd.)

FIGURE 1T:
Key traits of happiness (U.S.)



FIGURE 1U:
Key traits of happiness (U.K.)



FIGURE 2B:
A boost from brands? (U.S.)
Percentage of American adults who believe that “brands can have a positive impact on your own happiness”

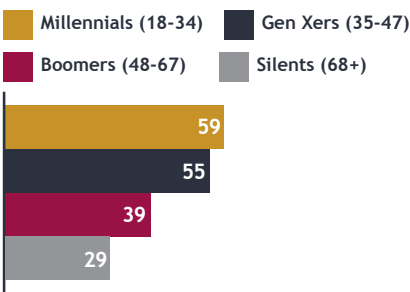
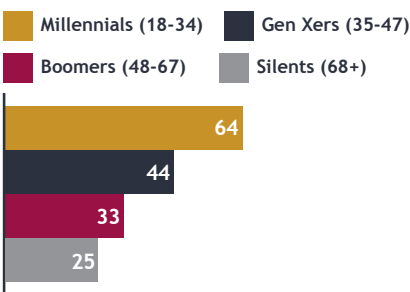


FIGURE 2C:
A boost from brands? (U.K.)
Percentage of British adults who believe that “brands can have a positive impact on your own happiness”



THANK YOU

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Health & Happiness: Hand in Hand

Written by	Alexandra Stieber
Editor	Marian Berelowitz
Director of trendspotting	Ann M. Mack
Proofreader	Nicholas Ayala
SONAR™	Mark Truss Mahira Sheikh Elizabeth Burns
Design	Peter Mullaney
Photography	Ann M. Mack Marian Berelowitz Alexandra Stieber Jessica Vaughn Nicholas Ayala Peter Mullaney

CONTACT:

Ann M. Mack
212-210-7378
ann.mack@jwt.com
[@annmmack](https://twitter.com/annmmack)

Alexandra Stieber
404-365-7450
alexandra.stieber@jwt.com

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