

BRAND CORNERSTONE

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Data analysis

□ **Regressions**

▣ **Influence of happiness on likes of photos**

- Finding: Happiness has social component- higher levels of happiness receive more likes

▣ **Influence of day of week on level of happiness**

- Finding: Happiness increases with each day of the week, peaking on Saturday

□ **Word Cloud & Frequency**

- ▣ Separated comments by happiness levels 1+2 and 9+10
- ▣ Looked at frequency of key words and qualitative look at word clouds for words with largest impact



Data analysis continued...

□ **Average Happiness levels**

▣ **Daily happiness levels for each day of the week**

- Finding: Happiness increases throughout the week with Monday and Tuesday being low points

▣ **Daily happiness over time (3 months)**

- Finding: Confirmed above that happiness lowest at beginning of weeks as seen by large drops in average happiness levels

□ **Qualitative image assessment**

- ▣ Identified themes from random images of 1+2 & 9+10 levels of happiness

Analysis is relevant to companies and brands

These findings were applied to the following prompts:

1. Identify three key elements in designing a happy company for employees
2. Identify three key elements to meet the needs of our customers

Nike Air Jordan Brand

- Footwear and apparel brand under Nike
- Primarily basketball with large lifestyle following for non-performance customers
- Sponsors current athletes including football, baseball, basketball and college basketball teams





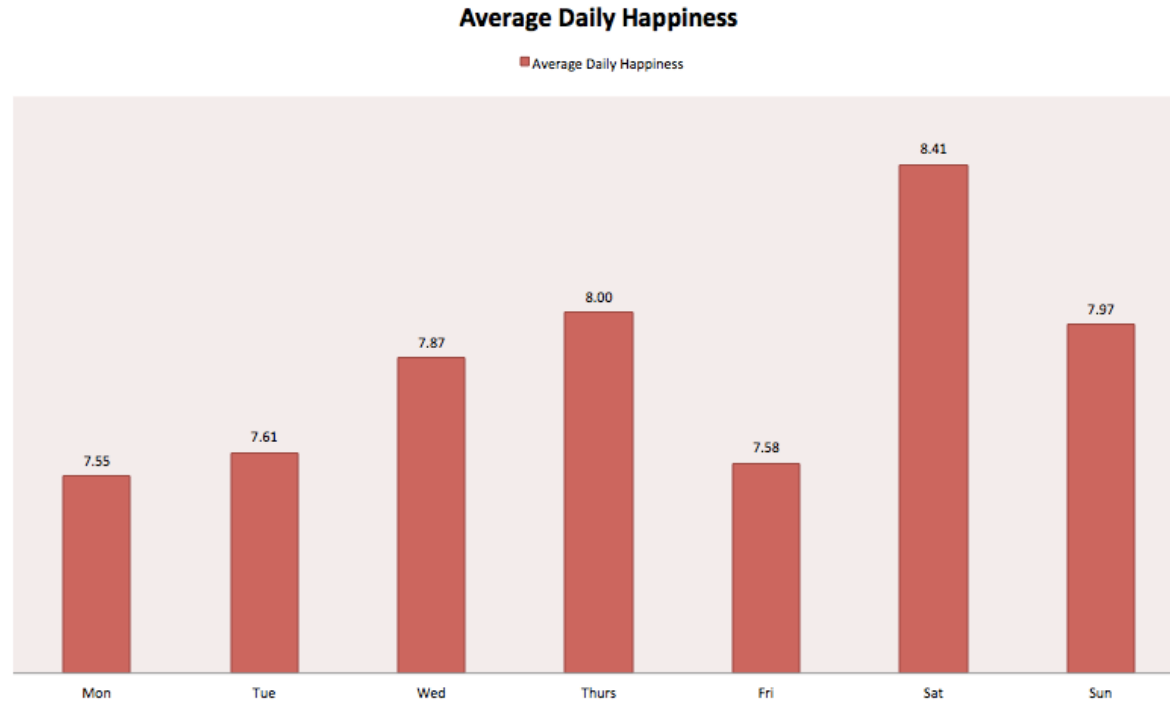
First finding: Happiness is social

- Regression of whether or not a photo was liked on level of happiness
 - ▣ Result: 1 level increase in happiness results in .048 of a like...in other words, *higher levels of happiness result in more likes*
- **Brand impact**
 - ▣ There is a social component to a customer's happiness
 - ▣ Improving one customer's happiness could effect their social circle



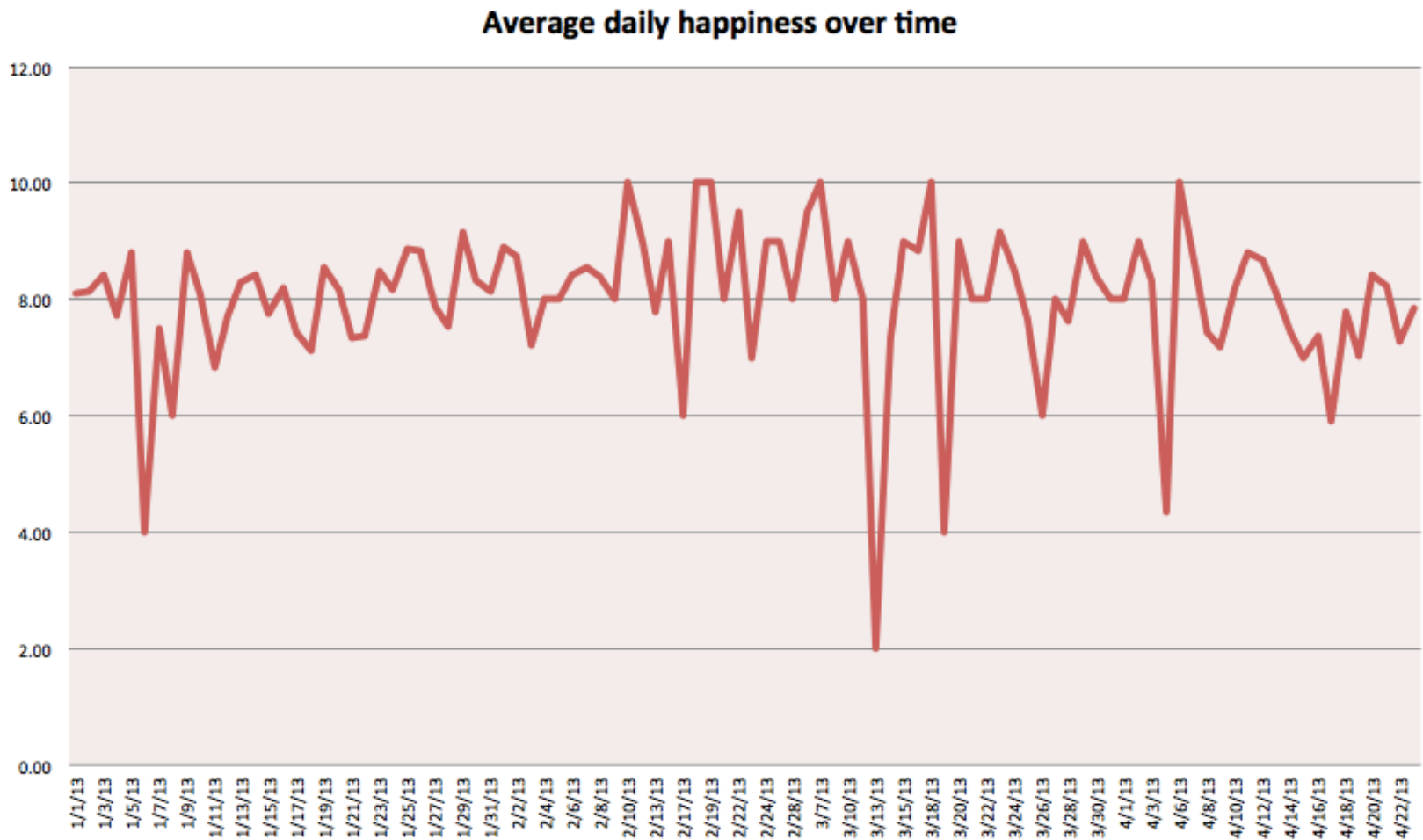
**DEAR MONDAY,
I WANT TO BREAK UP.
I'M SEEING TUESDAY AND
DREAMING ABOUT FRIDAY.
SINCERELY, IT'S NOT ME, IT'S YOU.**

Monday blues are real



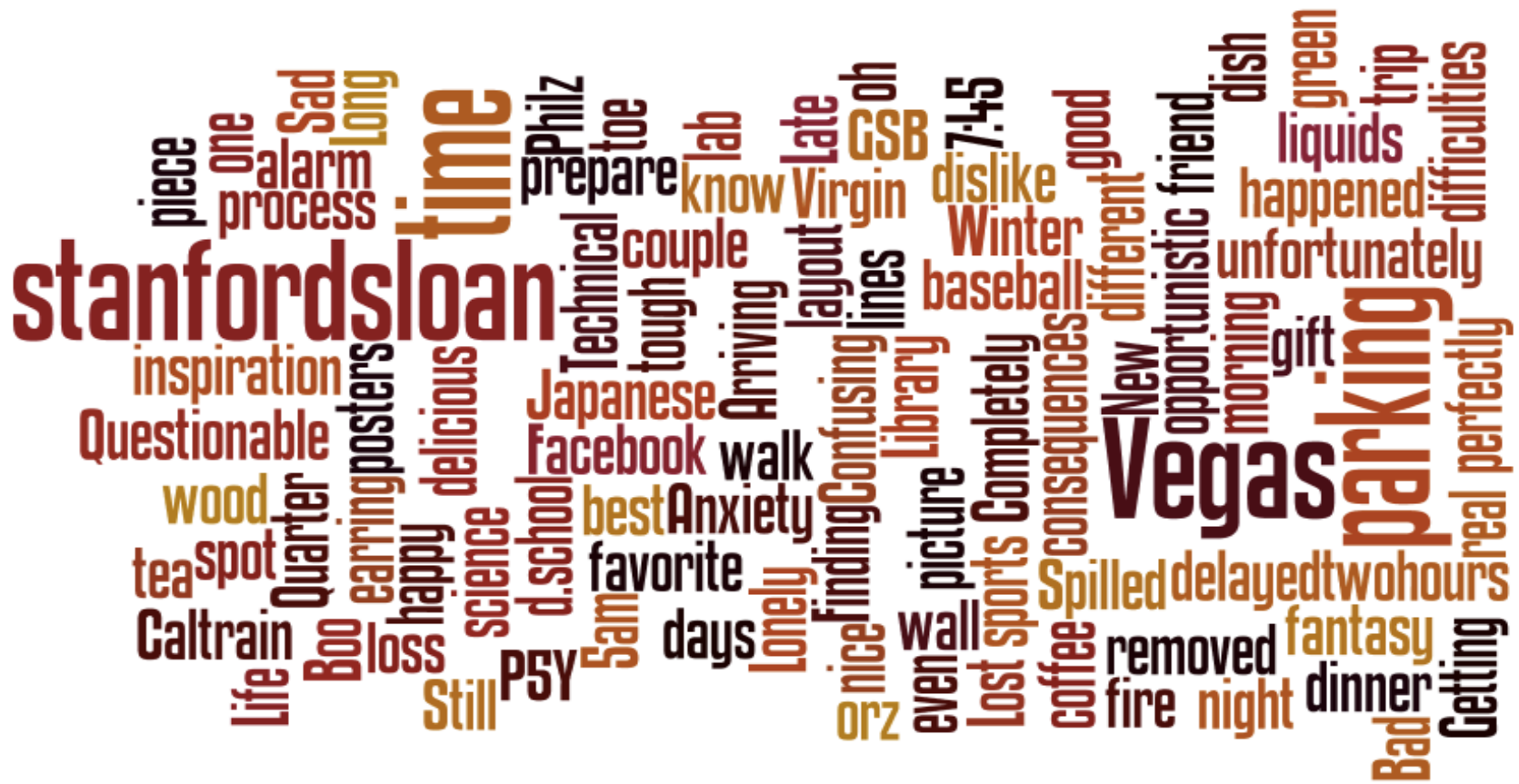
Daily happiness increases throughout the week with the exception of Friday (potentially small sample size).

...this holds true over time





Word cloud for levels 1&2





Loneliness

Tired and lazy



Welcome back, Daniel | sign out
connected to

Albert's Revenge (13-19) 5 vs 9 McCutch Oven (16-12)

Head-to-Head Stats Legend Stats

MATCHUP DETAILS

Team	Score	W	HR	IP	BB	TS	AVG	OBP	SLG	R	ER	ERA	WHIP
Albert's Revenge	5	31	6	28	3	87	.213	.422	0.3	2	2	4.00	1.29
McCutch Oven	9	32	5	33	4	69	.257	.501	0.8	2	1	4.17	1.30

Today Week Ratters Pitches

Albert's Revenge

POS	PLAYER	OPP	STATUS	TS	R	HR	IP	BB	TS	AVG	OBP
C	Philly, Steve	1 BOW	W	10	1	0	0	0	0	1.000	1.000
1B	Puam, John	1 HOU	W	16	1	0	0	0	0	0.938	0.938
2B	Patrik, Daulton	1 TB	W	16	0	0	0	0	0	1.000	1.000
3B	Lungani, Evan	1 WSCS	L	10	0	0	0	0	0	0.000	0.000
SS	Gabers, Anthony	1 CWS	L	10	0	0	0	0	0	0.000	0.000
LF	Ramos, Hunter	1 WCHC	W	10	1	0	0	0	0	1.000	1.000
CF	Shelton, Matt	1 CWS	L	10	0	0	0	0	0	0.000	0.000
RF	Waltke, Todd	1 WCHC	W	10	0	0	0	0	0	0.000	0.000
PH	Hornshoover, Paul	1 LAD	W	10	0	0	0	0	0	0.000	0.000
UTIL	Benavidez, Lydia	1 WCHC	W	10	0	0	0	0	0	0.000	0.000
UTIL	Henderson, Jesse	1 WCHC	W	10	0	0	0	0	0	0.000	0.000
UTIL	Harmon, James	1 WCHC	W	10	0	0	0	0	0	0.000	0.000

Losing & lack of success



Physical pain



Dropping Out,
Now Optional.

Stanford's d.school is focused on the radical new generation of world-class entrepreneurs.

Uninspired

Social connection



Aspirational



Freedom



No rules or limits



Sensory experiences



Excitement





Creating and designing a company

Optimizing happiness for your employees



1. Create meaningful social interactions

- **Relevant finding: Happiness is social**
 - ▣ Create opportunities for individuals to interact and spread their happiness throughout the company
 - ▣ Train employees to create personal connections at work
 - ▣ Systematic and spontaneous interactions through open office design and regular group activities such as daily exercise breaks
- **Suggested improvement: Hire for cultural fit**
 - ▣ Strong association between happiness at work and working with individuals that you like
 - ▣ Hire likeminded individuals that adhere to company culture
 - e.g. Zappos pays their employees to leave after 2 weeks if they don't feel they fit



2. Winning team on an inspired mission

□ **Relevant findings:**

- Instagram photos showed that social interactions were positively correlated with happiness
- Word cloud showed that belonging to a group or team is crucial to happiness levels
- Picture collage showed that aspirational photos are positively correlated with happiness

□ **Suggested improvements:**

- Team building exercises to reinforce that employees are there for each other
- Brainstorm with employees to develop company's purpose and higher mission (Whole Foods CEO, John Mackey)
- Develop a company mission to inspire employees to achieve a dream or aspire to impact something bigger than themselves

Whole Foods' inspired mission...

The Whole Foods Business Model:
Holistic Interdependence





3. Unexpected moments of happiness

□ **Relevant findings:**

- Happiness lowest at beginning of week
- Happiness fades quickly as we achieve it
 - e.g. Happiness above 8 on Sat, near 6 on Mon

□ **Suggested improvement: Create moments of spontaneous happiness**

- Schedule off sites or team building activities at beginning of week
- Announce end of week activity at beginning of week to build anticipation and give employees something to look forward to
 - e.g. Company wide ping pong tournament with winner receiving a fun prize



Jordan brand implications

Creating a happy brand experience that meets the needs of Jordan customers



1. Create a Jordan community

- **Relevant findings:**
 - ▣ Happiness positively associated with social interactions and connectedness
 - ▣ Happiness is social- a happy customer can impact others
- **Create events to bring together Jordan enthusiasts**
 - ▣ Host store events that celebrate the brand and allow customers to connect with each other, store employees and Jordan history
- **Social contests for customers to share their interactions with Jordan brands**
 - ▣ Leverages on customer's positive experience to improve happiness of other customers

Reinvent lines on release dates



"I've woken up at 5am on a Saturday to get a pair."- Anthony Brown, Stanford Basketball Player



Apple fan boys and Jordan hypebeasts

Apple reinvents the line with a celebration of dedicated customers. Jordan has this fan base and a similar opportunity.





2. Anticipation

- **Relevant findings:**
 - ▣ Anticipation can provide as much happiness as the event itself
 - ▣ Excitement build up is a key component of happiness
- **Pre-release events to build anticipation**
- **Visit stores for sneak peeks of new products**
- **Release teaser images via social media to build anticipation**



Automakers tease cars to build excitement





3. Aspiration and opportunity

□ **Relevant findings:**

- Happiness is correlated with aspiration and opportunity
- Individuals who feel free and without limits are overall happier

□ **Leverage Jordan's story of hard work and success to inspire fan base**

- Images of Jordan training and leaping on the court throughout the store to emphasize the positive aspects of his story
- Community outreach events that are sponsored by Jordan to give young individuals a chance at succeeding



KISS
MY
AIRS