Inspiration Campaign
What’s the Vision?

To create meaningful experiences that inspire the human spirit.
How to touch lots (and lots) of lives?

Refreshing, empowering, beautiful, nothing-for-sale Advertising.
Why Advertising?

1) It’s already touching billions of lives every day.
2) It reaches all segments of society.
3) It’s perceived as a key part of the problem.
4) It instantly makes the physical world more beautiful.
People-Powered Advertising?

People-power... to empower people!
Crowd-sourced content, i.e. what message would you gift the world?
Crowd-funded purchasing power, i.e. $5 / month
Thoughts are creative.
What would Love do?
We have the power to change anything.

Here's a New Beginnings

You are here for a reason.

Pause feel alive

You are amazing.

You belong.

We are the 100%

The power you need is within you.

Let go of what you no longer need.
The Power of Positivity

Positive messaging changes behaviors, thought patterns, and beliefs.¹
Positive words lower physical and emotional stress.²
Positive environments / messaging increase health, safety, and happiness.³

³ Psychological Science. Kok, Coffey, Cohn, Catalino, Algoe, Brantley, & Fredrickson.
Advertising + Positive Psychology

Activate what’s great within people. Billboards, buses, commercials, community outreach, etc.

Meaningful moments.
Nothing for sale.
Gifts for human consciousness.
Powered by The People.
Humankind. Be both.
Geary & 3rd Avenue, San Francisco        •        9/18/12 – 10/17/12        •        589,520 media impressions
You are amazing.

inspiration campaign

Polk & Kearny, San Francisco
11/19/13 – 12/23/13
192,472 media impressions
West Portal & Vicente, San Francisco  •  9/27/13 – 11/7/13  •  114,084 media impressions
Love first.

inspiration campaign

Columbus & Kearny, San Francisco        •        8/29/13 – 9/27/13        •        765,164 media impressions
Lombard & Pierce, San Francisco        •        12/23/15 – 1/27/16        •        538,360 media impressions
What does Inspiration Campaign do?

It empowers people.
It gives them a voice.
It builds community.
It expands consciousness.
What has been?

36 billboards, 12 buses, 3 newspapers
14+ million media impressions
11 conferences & community events
5,000+ votes
2,500+ submitted messages
500+ individual donations
What are people saying?

“About a year ago, I first came across your ‘ads’. They made me laugh and smile and think of the moment rather than what I had to do next. When I got home, I signed on to your website and continued to enjoy your work and messages. I often feel I’m so busy with the minutiae of life that I forget to just live. Thank you for reminding me.”

All the best!
~ Leslie Brennan

“I so love this movement! It’s such a statement and testament to the heart-centered community alive here in San Francisco.

Thank you for reaching Humanity at its finest and inviting us all to remember who we really are!”

~ Dr. J. Anna Stid

“The world needs hope and change. This is an awesome way to create and show it!”

~ Kate Purmal

“Thanks! I just heard about Inspiration Campaign on the radio on my way to work this morning and I love the vision to bring people together for something positive.”

~ Jessica
What can be?

Thousands of cities, each creating their own social input. Millions (billions?!?) of people having meaningfully experiences every day. Mainstream portals for a New Human Story.

We have the power to change anything.
What will this look like?

Nature / Earth Ads
Billboards on Times Square
School / Neighborhood Campaigns
Inspiration-on-the-go-mobiles
Community Partnerships

Super Bowl Commercials
Public Art
Franchised Inspiration Cafés
Corporate Team Building
Retail Brand
Potential future campaign: series of billboards along a stretch of freeway.

Thank you Trees.
Potential future campaigns: full-bleed images celebrating Earth.
Next Steps...

Assemble a core team / raise funds.
Create a self-sufficient IC: San Francisco.
Expand the model to other cities.
“The original reason for art is the sacred – to be a portal, an access point for the sacred. When you see it or experience it, you experience yourself. In it you see yourself reflected. In true art, the formless is shining through the form.

Ultimately, it is not everybody’s purpose to create works of art. It is much more important for you to become a work of art yourself where your whole life, your very being, becomes transparent so that the formless can shine through.”

— Eckhart Tolle
Parting Thoughts...

Together we become creative force.
Together we activate what’s great in humanity.
Together we make the world more beautiful.

You matter.
So let your positivity be counted.

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The best way to predict the future is to create it.