

1 Giant Mind



Prelude:

Bringing the Om to the masses, Mkt. has worked with free-to-learn mobile meditation app 1 Giant Mind and its co-founder and meditation master, Jonni Pollard, since 2014. The purpose of Mkt.'s work with 1 Giant Mind is to get as many people in Australia, New Zealand and around the world as possible meditating in an effort to combat our global stress epidemic.

Stories Told:

In conjunction with Jonni Pollard and 1 Giant Mind, Mkt. executed a number of events to launch both the free-to-learn meditation app and celebrate Jonni's debut book, *The Golden Sequence*. As well as a variety of innovative partnerships with major festival Wanderlust for example, Mkt. also generated thought leadership and profiling opportunities for Jonni across relevant media outlets. More recently, Mkt. led the communications around the 1 Giant Mind Meditation Teacher Training Academy launch and assisted with the 1 Giant Mind x MADE partnership, pitching feature stories looking at how to combat stress in the workplace.

Happily Ever After:

The stories we've told: **34**

The influencers who've spread the word: **50+**

Those who have heard and seen: **65,144,166**

Media coverage highlight:

- *Good Health: Mind Matters*
- *Sportluxe: 10 health apps to help you sleep, remain calm and stress less*
- *Qantas: And breathe...*
- *Collective Hub: The Big Business of Mindfulness*
- *Woman's Day: Wellness Trends*
- *Traveller (Fairfax): Expat: I Live Here*
- *Herald Sun: Mindful of his staff*

The events we've hosted: **2**



Mkt.