



Hello...

Livity

@samconniff



The A to Z of Livity

The future for marketing, young people and education

10/12/14

Livity

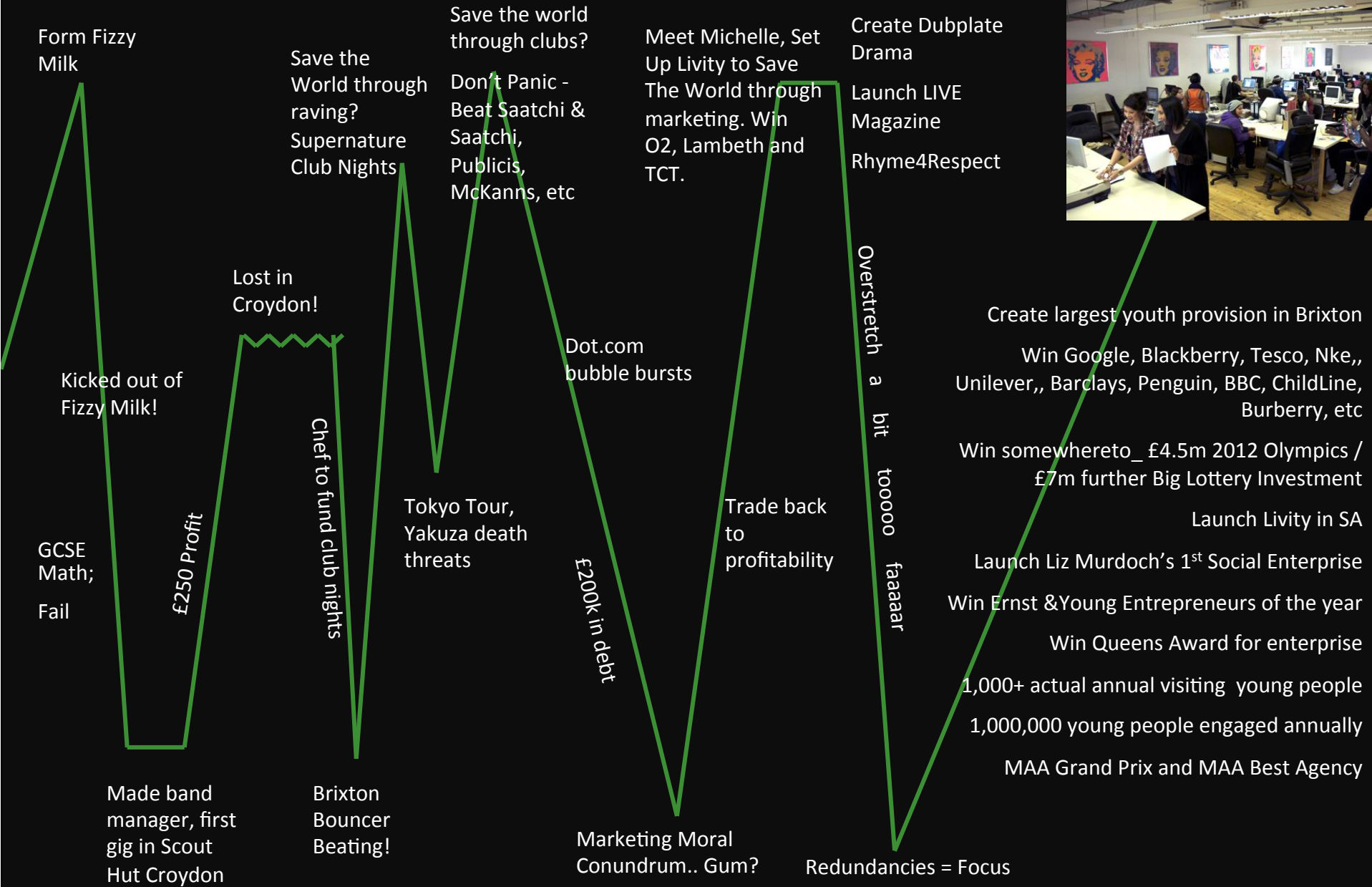
@samconniff



Livity

@samconniff

>> 1992 >> 1996 >> 1997 >> 1999 >> 2000 >> 2001 >> 2002 >> 2005 >> 2007 >> 2009 >> 2010 >> 2012 >> 2013





“Livity is my marketing agency with a youth club in the middle of it”

Jo Hyder, once Head of Digital at Coca Cola

Marketing

“Livity is one of the smartest and most inspirational companies ever”

Gareth Jones, once Editor at Marketing

Nesta...

“One of the most popular hangouts for 12-21 year-olds in Brixton is, of all things, a marketing agency”

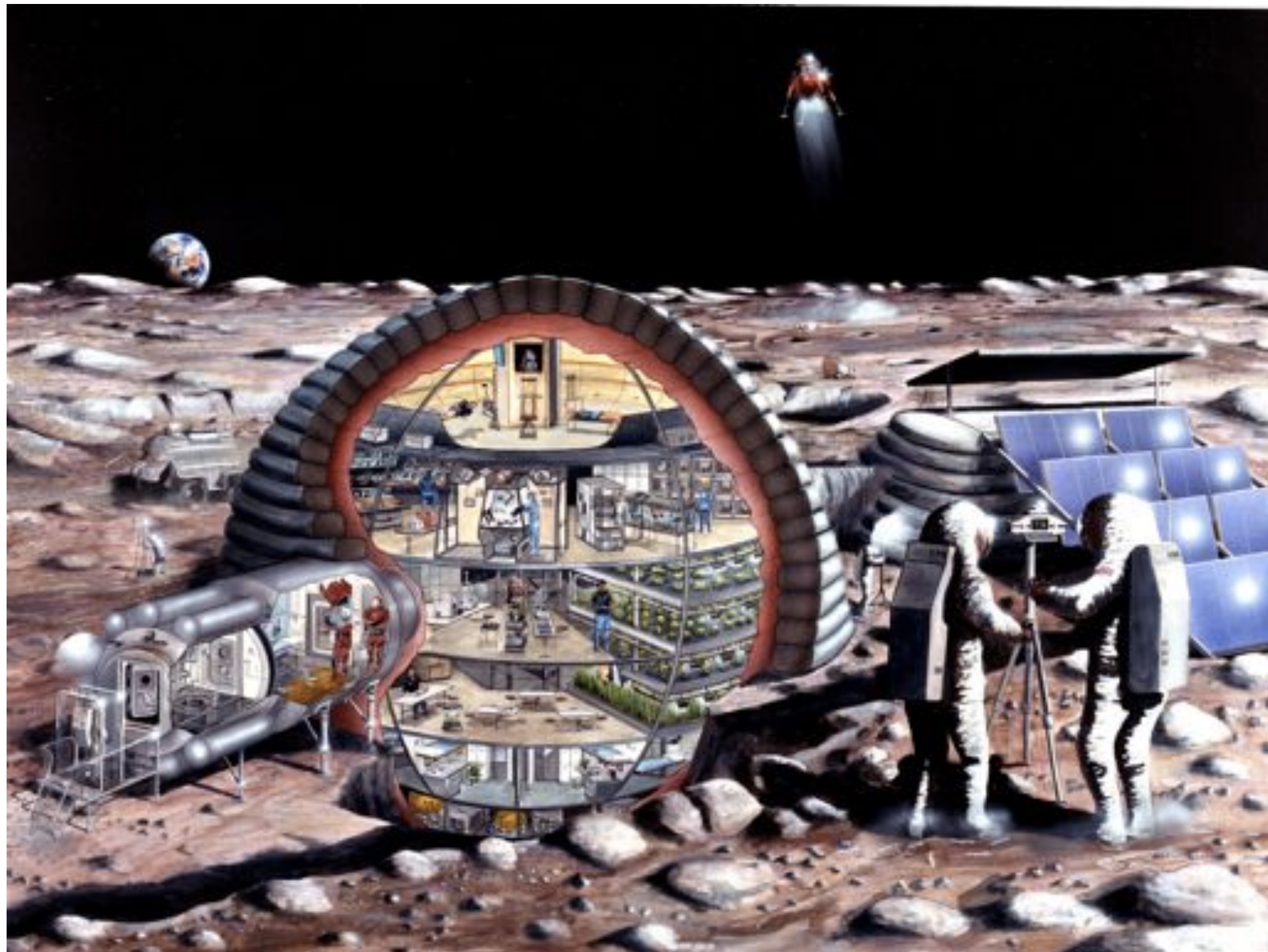
*Compendium for the Civic Economy,
Once the Big Society*



“Livity are using the most modern techniques in marketing to address enduring social challenges”

Gordon Brown, Once quote worthy

Our future?



Our children's future?



Livity

@samconniff

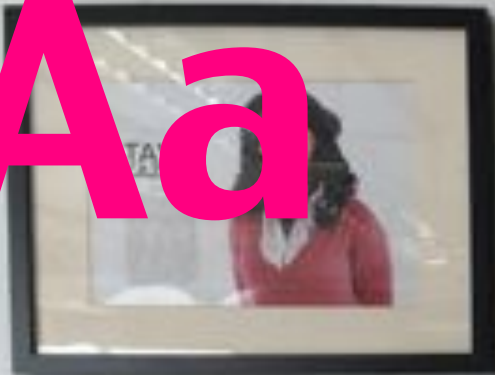
“1. Anything that is in the world when you’re born is normal and ordinary and is just a natural part of the way the world works.

2. Anything that's invented between when you’re fifteen and thirty-five is new and exciting and revolutionary and you should probably get a career in it.

3. Anything invented after you're thirty-five is against the natural order of things.”

Aa

Audience
(is our discipline)



Bb

Barclays
Life Skills



Livity

@samconniff

Barclays
Life Skills

Bb

The image shows a YouTube video player interface. The main video is titled "Emma Blackery | What's My Direction?" and is from the channel "LifeSkills". The video has 34,315 views and 2,036 likes. The video player shows a woman with long red hair in a patterned sweater. The video progress is at 0:10 / 3:21. Below the video player are buttons for "Add to", "Share", and "More".

The sidebar on the right contains the following recommended videos:

- Top Videos of 2014** by YouTube Spotlight (6,231,951 views)
- The Whisper Challenge w/ Emma Blackery** by LukeIsNotSexy (266,950 views)
- Primark Makeup Test | boxes of foxes** by boxes of foxes (83,830 views)
- SASSY ROBOT LADY | Emma Blackery** by Emma Blackery (219,703 views)
- DIL GETS STEAMY - Dan and Phil Play: Sims 4 #6** by DanAndPhilGAMES (751,166 views)
- Nerd* and Emma Blackery do Reddit!** by Officiallymentubed (720,946 views)
- OREO LICK RACE WDAH (feat. emmablackery)** by DanSquidge (403,265 views)

Cc

Content
(is the message)



Livity

@samconniff

Dd

Digify



Livity

@samconniff

Peer-to-peer rental

The rise of the sharing economy



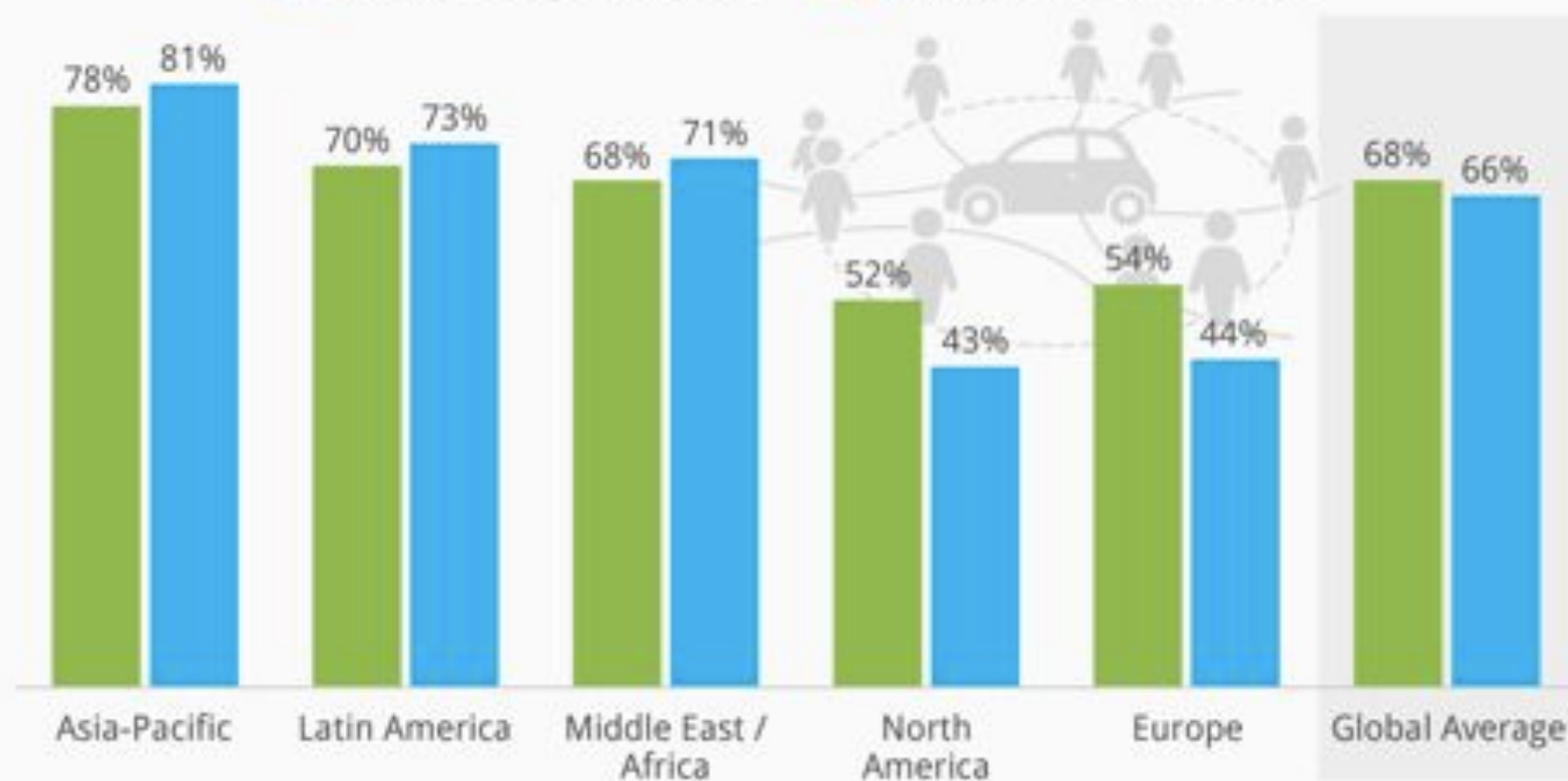
The
Economist

Click Here to Access!

The Rise of the Sharing Economy

% of online consumers willing to participate in sharing communities*

■ Willing to share own assets ■ Willing to share from others



* based on an online survey among 30.000 consumers in 60 countries conducted in Q3 2013

Source: Nielsen



Ff

Future



Hh

Humour, sense of



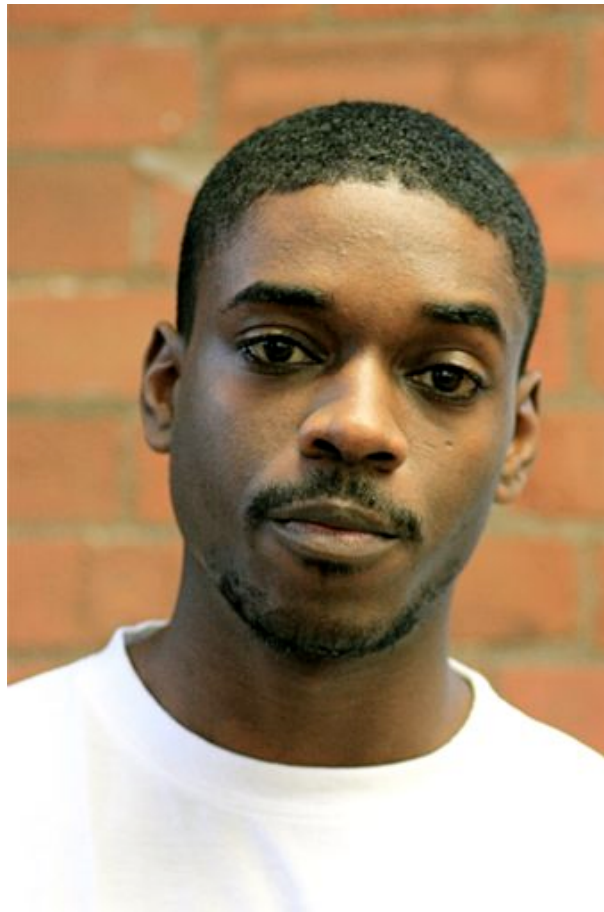
Livity

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Inspiration



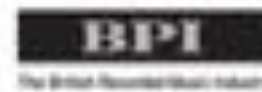
Livity

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@samconniff



Livity

@samconniff

Just Do It

Jj

DONE IS
BETTER
THAN
PERFECT

WHAT WOULD
YOU DO IF
YOU WEREN'T
AFRAID?

MOVE
FAST AND
BREAK
THINGS

Once the information is in the 40 to 70 range, go with **your gut**. Don't wait until you have enough facts to be 100% sure, because by then it is almost always too late.

Kk

Knowledge needed

THINKING



CREATIVE
INNOVATOR



PROBLEM
SOLVER



CRITICAL
THINKER

DOING



INITIATIVE
TAKER



DETAILS
LOVER



ORGANISED
PLANNER

INTERACTING



EFFECTIVE
COMMUNICATOR



TEAM
PLAYER

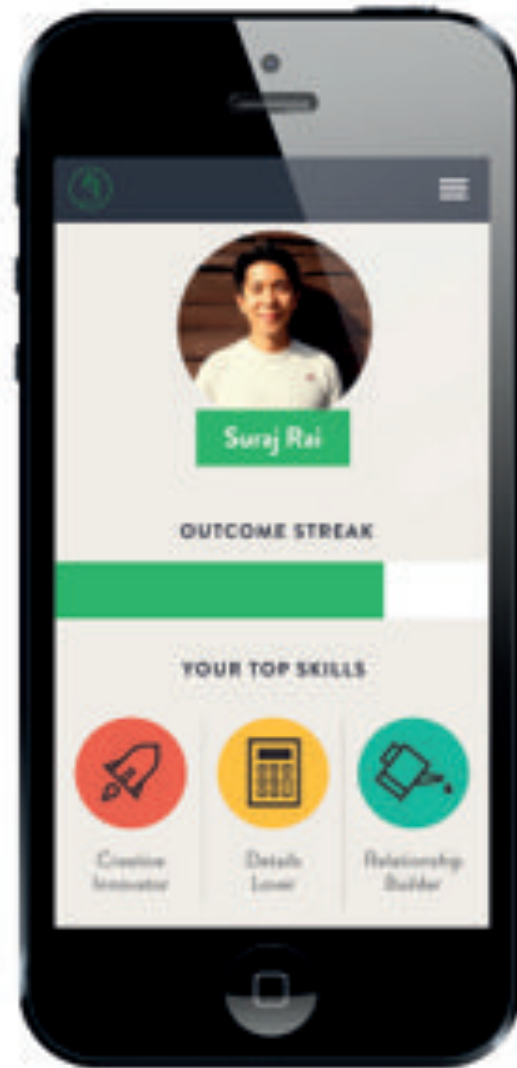


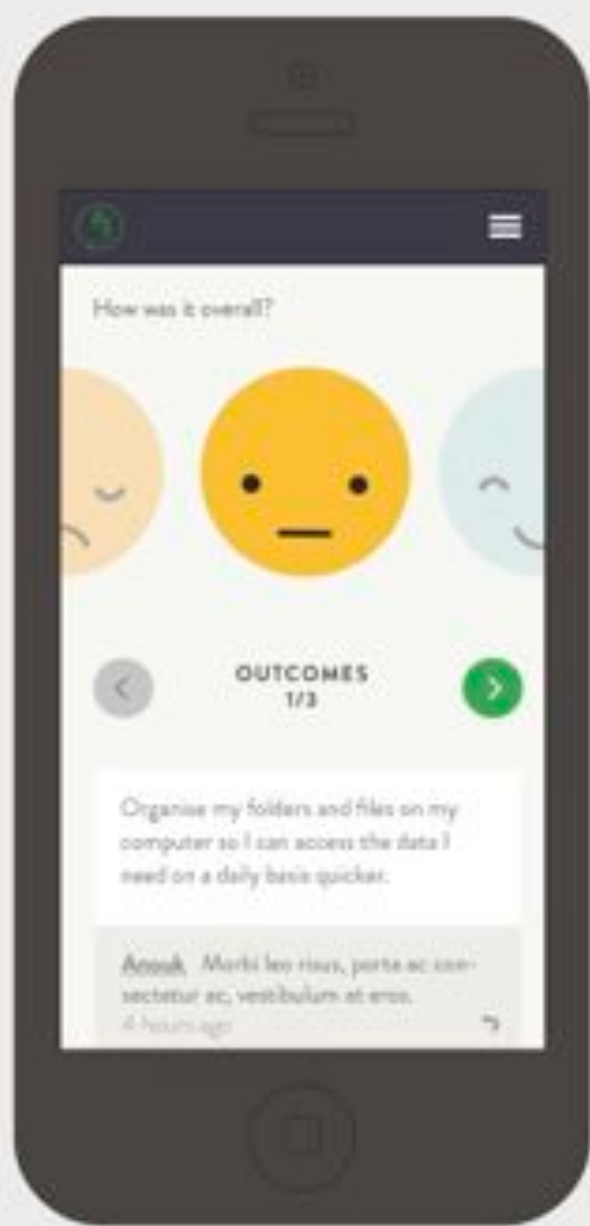
RELATIONSHIP
BUILDER



Up

upupup.io | @upupupio










The screen has a teal header bar with a home icon and a menu icon. The main content area is titled "TALENT POOL" and contains a list of three employees, each with a profile picture, name, and role. A green "ADD EMPLOYEE" button is at the bottom.

TALENT POOL

-  **Suraj Rai**
Lead Developer
-  **Andy Gatt**
Designer
-  **Emma Smart**
Designer

ADD EMPLOYEE

The screen has a teal header bar with a home icon and a menu icon. The main content area is titled "OUTCOMES 6/6" and contains a list of three outcomes, each with a title, description, and a "Write a comment..." input field. A green "ADD COMMENT" button is at the bottom.

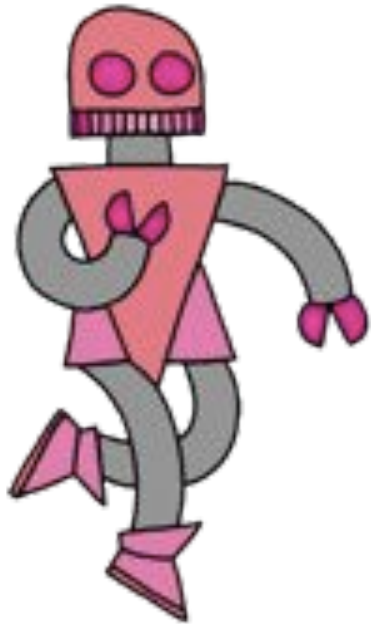
OUTCOMES 6/6

- Finish HTML email design for next week's newsletter**
- Seán**
I am really pleased with how this ended up less than a minute ago
- Lee**
It looks great, well done! less than a minute ago

Write a comment...

ADD COMMENT

HIDE COMMENTS



2364 Code Clubs in the UK

All venues

Primary schools

Public venues

Search

Map Satellite



2561 Code Clubs worldwide!

Start Club





Elizabeth, Rebecca, Mohsin, Morayo, Tycho, Oliver
of "Clever Wherever" Team
Young Rewired State Finalists

Mm

Mobile

SEP
2014

GLOBAL MOBILE PHONE USAGE



TOTAL WORLD
POPULATION



7.258
BILLION

UNIQUE
MOBILE USERS



3.630
BILLION

ACTIVE MOBILE
SUBSCRIPTIONS



7.142
BILLION

we
are
social

we
are
social

Social

So

Location

Lo

Mobile

Mo



www.flickr.com/photos/mars_smit/6231701213/



<http://www.flickr.com/photos/evanemanoel/107305811/>



<http://www.flickr.com/photos/lorof-tuxen/39032499/>



Numbers, power of

Nn

Ellison Weiss makes a full-length record!

Project name 19 backers 195 Backers 26 Comments



SHARE THIS PROJECT WITH YOUR FRIENDS

Email Facebook Delicious MySpace Twitter Digg

195

BACKERS

\$7,711

PLEGGED OF \$2,000 GOAL

0

SECONDS TO GO

FUNDRAISING SUCCESSFUL

This project successfully raised its funding goal on August 2.

PLEDGE \$1 OR MORE

Any donation above \$1 gets exclusive video updates on this whole project.

26 BACKERS

Kickstarter Stats

\$1,035,104,166

total dollars pledged to Kickstarter projects

58,454

Successfully funded projects

5,844,913

Total backers

1,733,368

Repeat backers

14,190,702

Total pledges

This page is automatically updated at least once a day with the raw data behind Kickstarter. Metrics include funding success rates, amount pledged, and the performance of successfully and unsuccessfully funded projects. Statistics are available for the site overall as well as each of the 13 project categories. Check out [our blog](#) for more on Kickstarter's data.

Successfully Funded Projects

Most successfully funded projects raise less than \$10,000, but a growing number have reached six and even seven figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M. Raised
All	58,454	6,307	37,015	7,815	6,131	1,127	59

[› See categories](#)

Unsuccessfully Funded Projects

Funding on Kickstarter is all-or-nothing in more ways than one. While 10% of projects finished having never received a single pledge, 80% of projects that raised more than 20% of their goal were successfully funded.

Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
All	75,744	12,986	48,374	9,281	3,453	1,132	518

[› See categories](#)

Oo

Over
Marketing, it's...



Livity

@samconniff

Oo

Over
Marketing, it's...

The image shows a screenshot of a Twitter profile for Sam Conniff (@SamConniff). The profile picture shows a man in a suit speaking at a podium. The bio identifies him as the Chairman of more than profit marketing agency Livity and Co-Person behind Dubplate Drama. The profile statistics are: 2,265 tweets, 750 following, 4,895 followers, 214 favorites, and 8 lists. The main content area shows two tweets: one retweeted by Reebok Classic (@ReebokClassics) saying "Sam! We missed you too. Your wife rocks." and a reply from Sam Conniff saying "Haha! Thanks @ReebokClassics she certainly does, I'll tell her you said so. Sadly, she got herself a pair of @PUMA #buttheywereonsale". The right sidebar shows a "Who to follow" section with users like Shady Bajelvand, Bootcamp, and Nick Stone.

Home Notifications Messages Discover Search Twitter Tweet

2,265 TWEETS 750 FOLLOWING 4,895 FOLLOWERS 214 FAVORITES 8 LISTS Edit profile

Sam Conniff
@SamConniff
Chairman of more than profit marketing agency Livity, and Co-Person behind Dubplate Drama, somewhere, Don't Panic and more. My TEDx Talk: youtu.be/KEF4CF1_9d0
📍 UK
samconniff.wordpress.com
📅 Joined February 2009

Tweets Tweets & replies Photos & videos

Sam Conniff retweeted
Reebok Classic @ReebokClassics · 14m
@SamConniff Sam! We missed you too. Your wife rocks.
View conversation

Sam Conniff @SamConniff · 7m
Haha! Thanks @ReebokClassics she certainly does, I'll tell her you said so. Sadly, she got herself a pair of @PUMA #buttheywereonsale
View conversation

Who to follow · Refresh · View all

- Shady Bajelvand** @shadybajelvand
Followed by WFF dG and others
Follow
- Bootcamp** @BootcampCarn...
Followed by somewhere...
Follow
- Nick Stone** @nickstonetweets
Followed by Lars Kolind and...
Follow

Oo

Over
Marketing, it's...



Sam Conniff @SamConniff · 17m

@ReebokClassics Just got some Classics from my wife (if you knew my wife you'd know how remarkable that is!) it's been years. I missed you!



Oo

Over
Marketing, it's...



Reebok Classic 
@ReebokClassics



 **Follow**

@SamConniff Sam! We missed you too. Your wife rocks.



Pubes

Pp



THE
4:01
SHOW

Livity

"THE YOUTUBE SHOW YOU CONTROL"

A CONTENT STRATEGY ENGINEERED TO TRIGGER CONVERSATIONS AMONGST YOUNG PEOPLE AND PREPARE THEM FOR GROWING UP

RESULTS

1.5M+ VIEWS
71,127 HOURS OF CONTENT CONSUMED
A LOYAL FAN-BASE ACROSS YOUTUBE, FACEBOOK AND TWITTER OF 37,448% THE 15th MOST EFFECTIVE YOUTUBE CHANNEL IN THE UK FOR CONVERTING VIEWS TO SUBSCRIBERS
THE SHOW INCREASED CONSIDERATION OF HEALTH AND WELLBEING ISSUES AND WILLINGNESS TO HAVE CONVERSATIONS ABOUT THEM @samconniff

Rr

Right People

Self taught

Ss



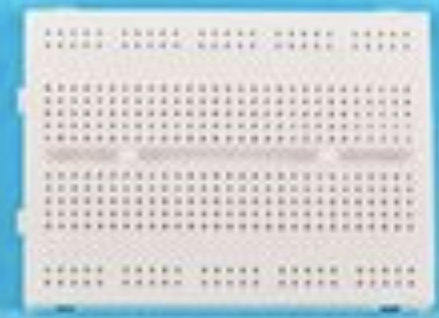
Livity

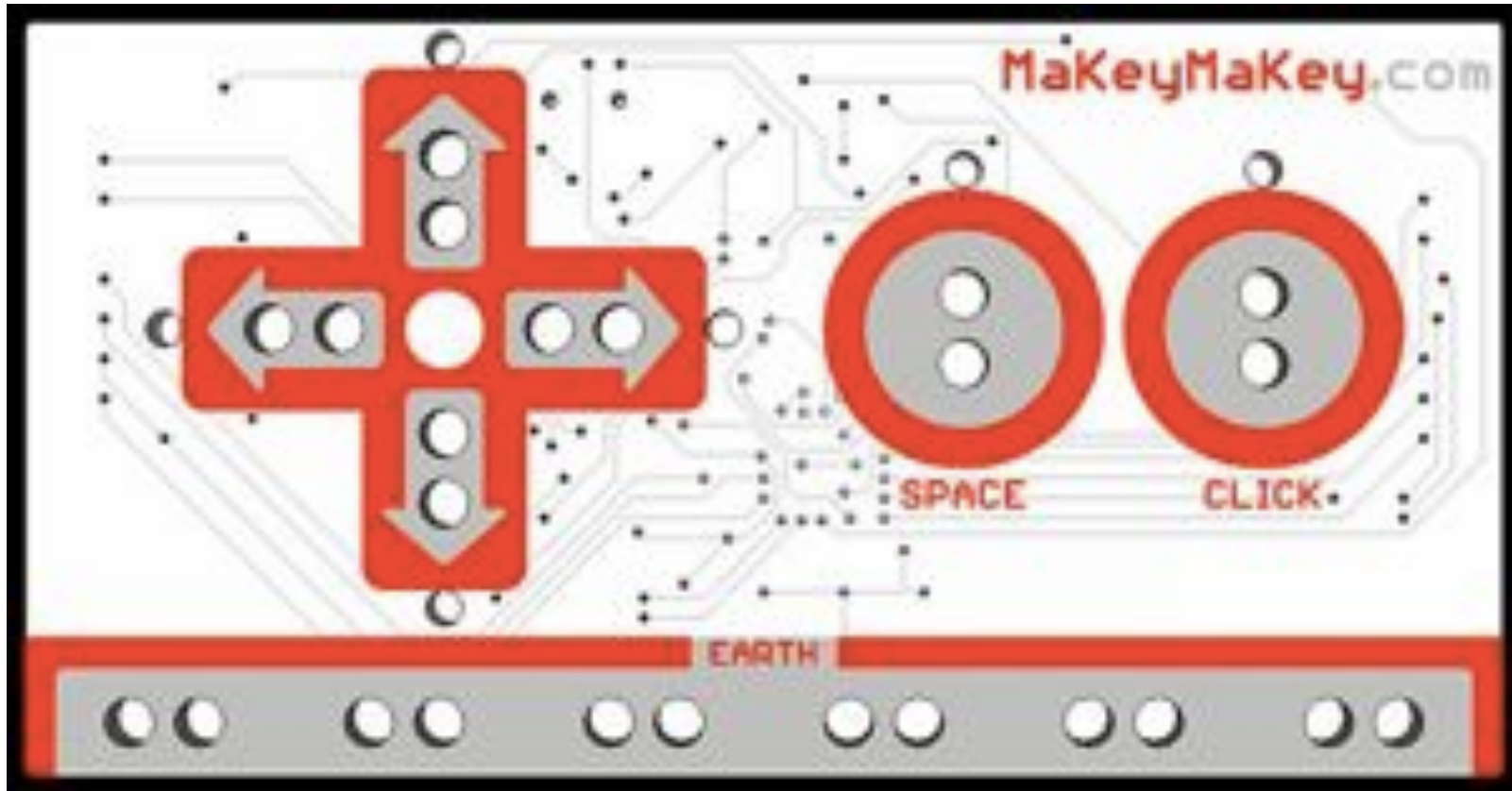
@samconniff

Tt

Technology will save us







THERE are CURRENTLY 3 MILLION

UNFILLED STEM* JOBS



in the US.

*Science, Technology,
Engineering and Math

#INSPIREHERMIND



Uu

User Centered Design

Video / Vloggers

Vv



Livity

@samconniff

XXX

X Rated (innovation happens at the edges)



messages(0) | orders

Shop by category:

- Cannabis(203)
- Ecstasy(35)
- Psychedelics(127)
- Opioids(39)
- Stimulants(68)
- Dissociatives(9)
- Other(197)
- Benzos(43)



1 hit of LSD (blotter) **80.58**



1/8 oz high quality cannabis **82.05**



1 g pure MDMA (white) **81.28**

Step-by-step:

1. Get **anonymous money**
2. Buy something here
3. Enjoy it when it arrives!

Vacation mode. Important info for **sellers...**

recent feedback:

seller	rating	feedback
1UP of Canada(97)	4 of 5	amazing weed. the only reason this is not a 5 is because the package was so tightly double w flattened, which I know is necessary for security but it still decreases quality
CaliforniaSunrise	5 of 5	Fast shipping. Nice packaging. I haven't tried the chocolate yet, but it looks tasty! Smooth tra
Rook	5 of 5	all good! thanks so much!
illy	5 of 5	Very friendly. Fast Shipping. Great packaging.
somatik	5 of 5	Order arrived quickly and as described. Thanks!
gamely54	5 of 5	No issue at all, I officially recommend this seller. Now go forth and purchase from him!
mellowyellow	5 of 5	Item arrived quickly and as described, good communication. This guy's legit.
dirtysouf(100)	5 of 5	looks good

Emity

@samconniff

Ww

We (power of)

KICKSTARTER DISCOVER PROJECTS LEARN MORE BLOG

Million Dollars makes a full-length record!

Project by Allison Weiss

Project Home 19 Updates 195 Backers 26 Comments



SHARE THIS PROJECT WITH YOUR FRIENDS

Email Facebook Delicious MySpace Twitter Digg

195
BACKERS

\$7,711
PLEGGED OF \$2,000 GOAL

0
SECONDS TO GO

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Livty

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[› See categories](#)

Ww

Well Versed

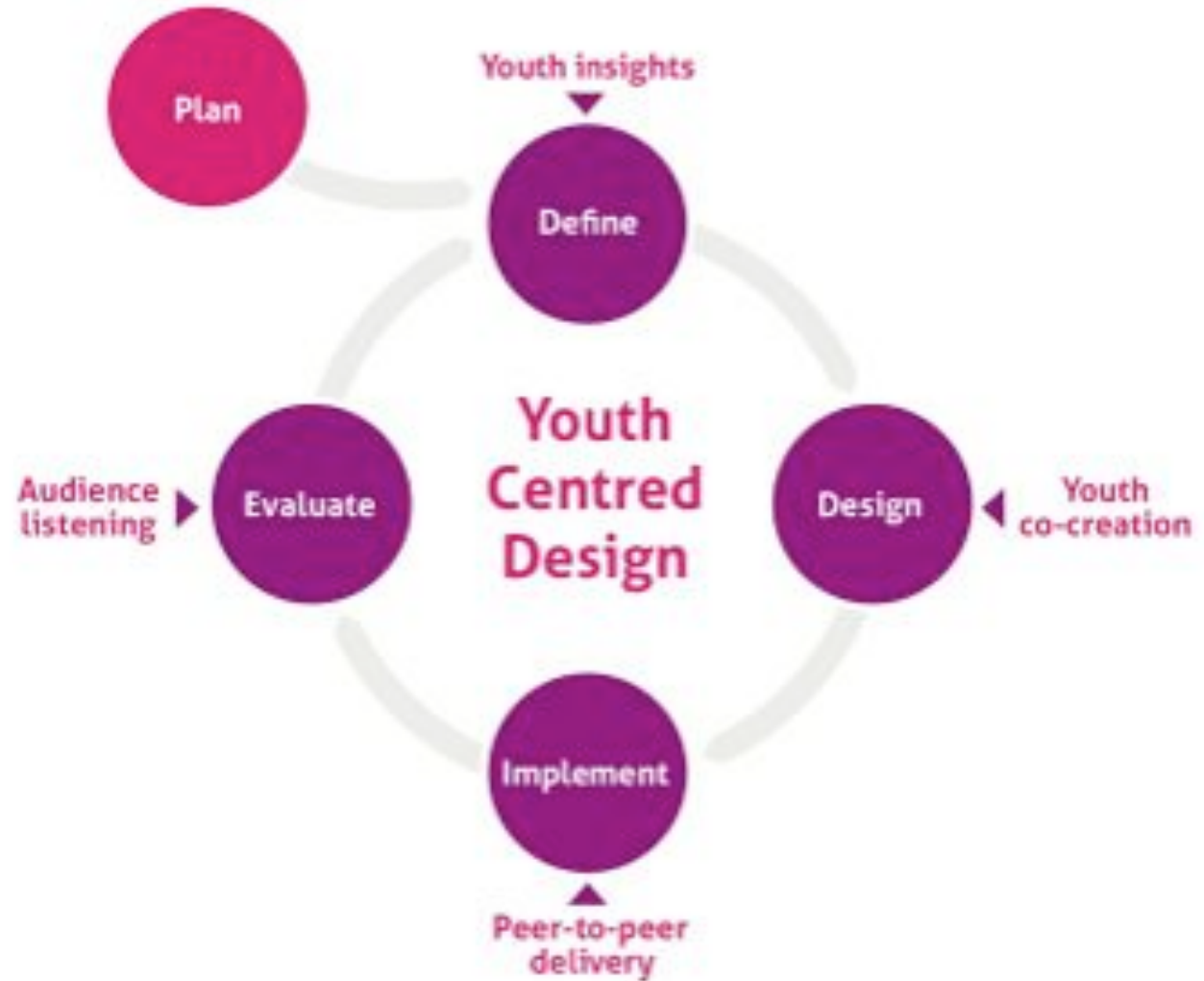


Livity

@samconniff

Yy

Youth Centred Design



Zipit

ZZ

The screenshot shows the ChildLine website interface. At the top left is the ChildLine logo with the phone number 0800 1111 and a speech bubble icon. To the right are links for 'Change wallpaper', 'Help', and 'Accessibility'. Below this is a navigation bar with 'Play' (games, vids, fun), 'Explore' (advice, info, help), and 'Talk' (call, email, chat). A search bar with the placeholder 'Enter search term' and a magnifying glass icon is also present. On the far right of the navigation bar is 'Your locker' with 'Log in' and 'Sign up' links. A breadcrumb trail below the navigation bar reads 'You are here: ChildLine / Play / Get involved / Zipit app'. The main content area features a large red banner for the 'ZIPIT' app with the tagline 'Get flirty chat back on track' and an image of a smartphone displaying a text message that says 'Send me a pic... I want to know where you are'. Below the banner is the heading 'What is Zipit?' followed by the text: 'Zipit is ChildLine's first ever app, available for Android, Apple and BlackBerry smartphones (and iPod touch). It's free to download.' At the bottom of this section are logos for 'Available on the Google play', 'Available on the App Store', and 'BlackBerry App World.'. To the right of the Zipit section is a blue box titled 'Sexting' with an information icon. It contains a photo of a young woman looking at her phone and the text: 'Sexting is when someone sends or receives a sexually explicit text, photo or video. Visit our sexting page for information and advice'. In the bottom left corner of the page is the word 'Livity' and in the bottom right corner is the Twitter handle '@samconniff'.

Livity

@samconniff

Gg

George
(Bernard Shaw)

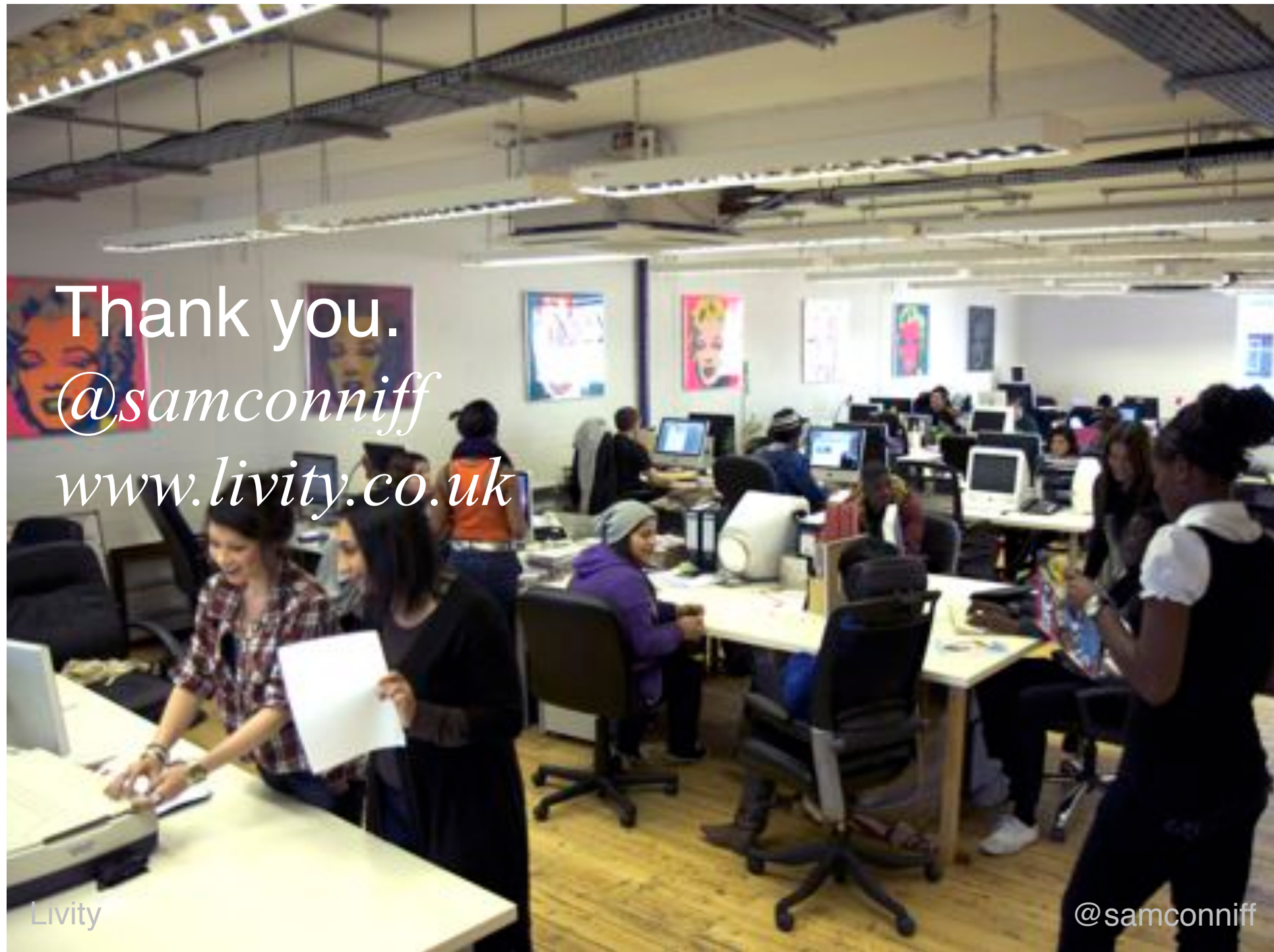
The reasonable man adapts himself to the world. The unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.”

**George Bernard Shaw
Maxims for Revolutionists**

A

Audience
(is *the* discipline)





Thank you.

@samconniff

www.livity.co.uk

Livity

@samconniff