

# LEON LOGOTHETIS

Changing Lives One Adventure at a Time

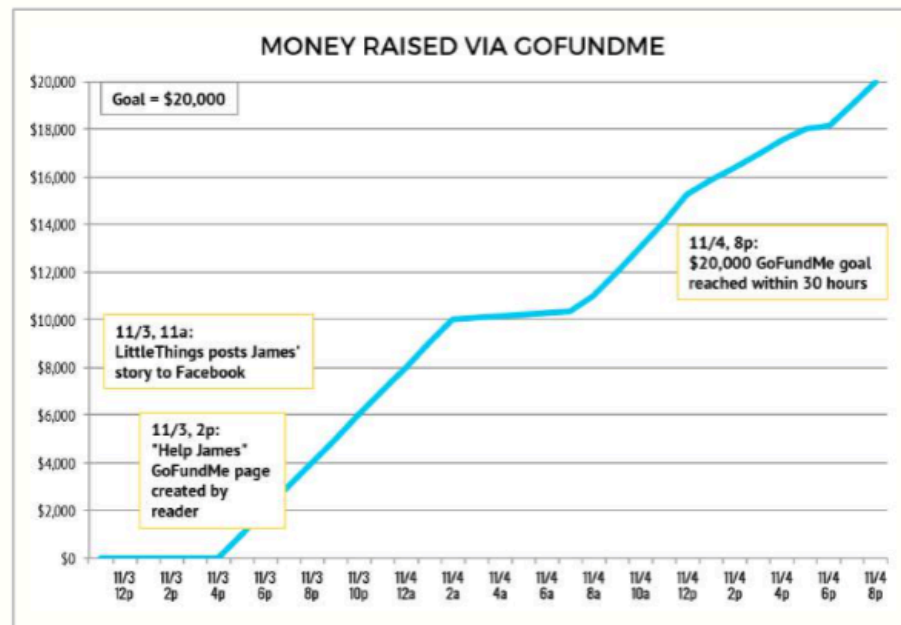
Digital Launch worked with best selling Author, Humanitarian and Cause Adventurer Leon Logothetis on the expansion of his with in the Social Media space. Leon has been featured on CNN, Good Morning America and The National Geographic Channel to name but a few outlets and wanted to translate this terrestrial media success into the digital space. Digital Launch worked with Leon on securing a partnership with LittleThings.com, the #1 Facebook publisher to women and #3 over all publisher in the digital social space.

The digital series #GoBeKind went viral being picked up by 300+ news outlets around the globe including but not limited to; The London Telegraph, The Washington Post, CBS Sunday Morning Show, Inside Edition and Channel 7 Australia. This story garnered Hundreds of Millions of Impressions, Shares, Like and Posts around the web and fostered a GoFundMe drive, raising \$60k+. [#GoBeKind](#). Leon saw in capture/redemption conversion of over 400% to post engagements following this campaign.

## THE STORY OF JAMES



- LittleThings and Leon Logothetis joined forces in a distribution partnership. Leon's team allowed LittleThings to monetize their videos while LittleThings promised to use their viral reach to raise awareness about Leon's mission.
- The story of a homeless single father in Denver named James was posted to LittleThings Facebook pages on November 3, 2015 at 11am.
- GoFundMe page created three hours later at 2pm; \$11,000 raised in 17 hours.
- Goal achieved: \$20,000 raised in less than 30 hours.



LittleThings' Facebook Pages

9,777 Likes | 622 Comments | 2,655 Shares