

PR AWARENESS KIT

dōTERRA™ | EUROPE

Mood Journey

PR campaign - UK

Lockdowns, isolation and lifestyle changes resulting from the pandemic have had a significant impact on the **mood of society** in the UK and across the globe.

Last year, dōTERRA set out to better understand to what extent the pandemic had impacted the **moods** of people in the UK. Our objective was to launch a campaign that would **appeal to consumers and drive awareness** of our corporate brand.

A research survey of 2,000 adults found that moods varied throughout the day, from stress to anxiety, to happiness. 4 in 10 households showed that their moods **declined** as normal patterns, routines and activities were put on pause or altered from one lockdown to the next. Research found that many sought to **enhance or improve** their moods by taking a walk, listening to music or taking a coffee break.

Not only did our moods affect **us**, but they also impacted those around us including families, friends and loved ones.

When published, this research generated significant, **positive and relevant** media coverage that helped to position dōTERRA with current trends and raise the visibility of dōTERRA as a corporate brand.

The document is designed to **support you** to share corporate news with your team and prospective customers.

Kind regards,

Sheryl Franklin
Head of PR Europe



Overview of Research and Statistics

dōTERRA wanted to **understand** how the pandemic was influencing moods in the UK. COVID-19 brought activities such as dining out, travel and sports events to a **halt**; even shopping at a supermarket or going to the office was **affected**. We also wanted to understand what people were doing to **improve their moods** at the height of the pandemic.

dōTERRA commissioned research with 2,000 adults in the UK which revealed that the average person **experienced** three different moods during the day: stress, anxiousness and happiness.

Almost half of those surveyed were thinking about their **emotional wellbeing** more than usual and 39% felt more stressed than they should. Half felt their moods followed the same **pattern** each day, with 38% frequently feeling bored. Each mood lasted for an average of **three hours** before the tone changed, with 47% admitting their feelings fluctuated more often than they would like.

The **time of day** also had an impact on mood, with the average person feeling relaxed or sad in the morning hours before work and experiencing stressful feelings leading up to and during lunch. From 4-6pm, people generally felt more **excited and happier** as they progressed toward the evening hours. Respondents indicated they were happiest from 6-8pm and most **relaxed** during 8-10pm.

dōTERRA also used this research opportunity to find out what people did to **enhance or improve their moods**. The most common responses, nearly 6 in 10, liked to take a walk, listen to music or have tea or coffee. Others indicated that a bath (31%), a walk in nature (37%) and using essential oils (10%) helped to improve their mood or helped them to relax.

While 68% of the respondents believed they were more productive when they were in a better mood, only 43% took time out for themselves on a **daily basis**.



TOP 5 MOST FREQUENT MOODS

1 Stressed

2 Anxious

3 Happy

4 Relaxed

5 Calm



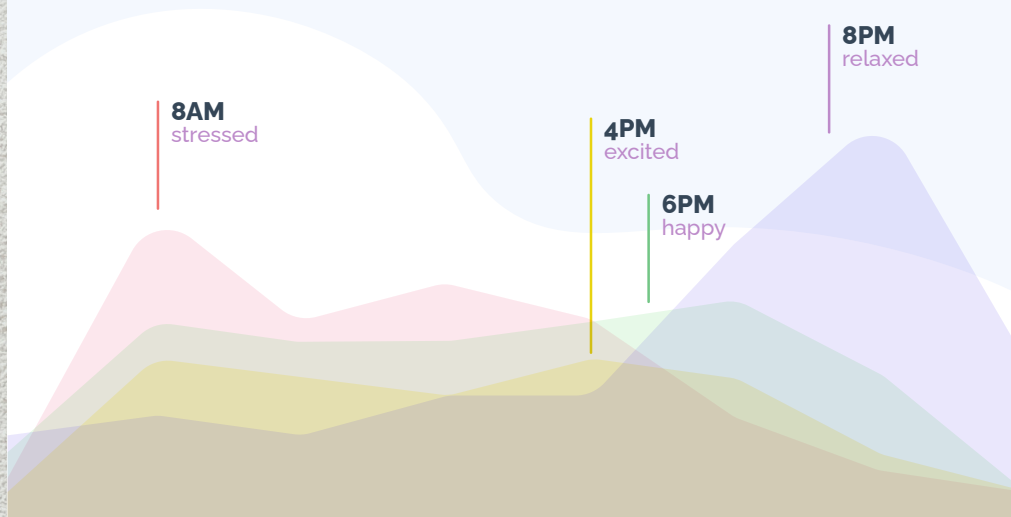
Moods In A Day

The average person currently experiences **three different moods** each day as they go through lockdown...

Each mood lasts for an **average of three hours** before the tone changes



Emotions Throughout The Day



47 % admitting **their feelings** change **more** than they would like



1 in 5 would like to feel **more confident** during the day

Top Remedies To Improve Your Mood



like to do things to
enhance or improve
their mood by:



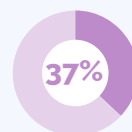
having a tea or coffee



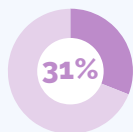
enjoying a walk



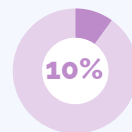
listening to music



getting out into
nature



taking a bath



using
essential oils

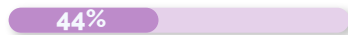
Top 10 Frequent Moods



stressed



happy



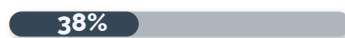
relaxed



anxious



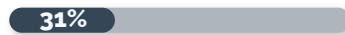
frustrated



bored



calm



sad



satisfied



peaceful

Research conducted by OnePoll with a sample of
2,000 UK adults in January 2021.

dōTERRA®

Press Coverage Success

Using traditional media relations, dōTERRA promoted the research by sending news releases and research data directly to targeted members of the press with a focus on **national publications**.

The outreach resulted in 17 online and print stories in media with a total online readership of **331 million**.

Media coverage appeared in **highly circulated magazines** and websites such as *The Daily Express*, *The Sun*, and *Metro*, as well as Scottish versions of those publications. Headlines ranged from the **creative** such as "A Brit moody" from *The Daily Star* and "Mixed Threelings" from *The Scottish Sun*, to the **traditional**, including *The Daily Express*' "Lockdown leaves Britons stressed, anxious and happy" and *The World News*, "Brits feel more stressed and bored in Covid lockdown as toll of 2020 hits."

The campaign also produced a feature article in the online magazine, **Happiful**, which detailed significant research from the survey. The author interviewed a professor from the University of Ottawa, not connected to the research; he validated some of the findings, stating, "The effects on boredom and worry have not dissipated over time and this snapshot of wellbeing in the first weeks of lockdown does not account for potential fatigue as individuals grow increasingly tired of self-regulating as time passes." Titled "Emotional Coronacoaster: Lockdown's effect on our emotions", the article generated over **3,000 views** and nearly **200 social engagements**.

Collectively, the online stories received over **383,000 views** and were shared more than **380** times on social media.



Campaign Summary

dōTERRA's research of over 2,000 persons in the UK found a direct link between the pandemic and people's **moods**. Unfortunately, they experienced more negative **emotions** during the pandemic and nearly half of those surveyed reported that their households' mood had changed for the worse. People also indicated that their mood could be impacted by the people around them, both at **home and at their workplace**. Research shows that the public in the UK are thinking about their **emotional wellbeing** now more than ever before and taking time for themselves and their **families**.

Nearly **400,000 people in Britain** read about the coverage of dōTERRA's mood research in popular publications such as *The Daily Express*, *The Sun*, and *Metro*.

It was the first campaign to explore this subject in Europe, aligning with dōTERRA's values and wellbeing focus.

"At a time when so many are experiencing emotional challenges of all types, we are excited to present the results of this research about mood management, helping us to grow awareness of dōTERRA as a wellness brand.

We are committed to helping everyone—customers, Wellness Advocates, employees, suppliers, and more—to live healthier, happier lives. Understanding how we as human beings manage our various moods and emotions is at the heart of that commitment. We will continue to produce world-class products and to create a culture that supports our growing community and their emotional needs." - **Isaac Wilson, Managing Director, dōTERRA Europe**



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The dōTERRA survey was conducted online by research company One Poll. All studies were conducted in January 2021. The sample included 2,000 UK adults aged 18 and over. The research provided in this document is the copyright of dōTERRA.

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