

THE MAN THAT CIRCUMNAVIGATED THE WORLD

Empowered by The Kindness of Strangers



LEON LOGOTHETIS

TV Host | Author | Speaker

BRANDING OVERVIEW

some media outlets Leon has appeared on

NETFLIX



People



FOX

prime video

MEET LEON



"Kindness, Compassion and Empathy are the most impactful ways to change someone's life. When you change a life, you change the world."
- Leon Logothetis

Leon Logothetis is a Philanthropist, Motivational speaker, TV host, and Best-selling author. Best known for his hit Netflix show *The Kindness Diaries*, he has traveled the globe for over a decade proving that kindness is the most transformational element in our daily lives. Documented through his books and TV shows, Leon works constantly to inspire audiences to feel the power of human connections. **To Leon, Kindness is making others feel seen and valued.**

Committed to doing good in the world, Leon founded **Winston Entertainment**, a travel/adventure television production company that creates content designed to highlight the best in humankind in every corner of the planet. Over the last ten years, he has worked with many brands and companies to ignite a spark of love, adventure, and humanity into their message and expand their global awareness. **Leon brings an opportunity to authentically integrate kindness into a campaign; to accelerate growth, exposure, and customer loyalty.**

BRANDING THAT CAPTURE YOUR HEART

"People do not buy goods and services, they buy relations, stories and magic."

-Seth Godin



It's no secret that companies that have a culture of kindness are overall more successful. Corporate kindness that embodies company values travels fast on social media. Customer emotional affiliation with a company has the last word. People like to support companies that give back what is put in. We call it "company karma," where the good goes back and forth. At the same time, companies' reputations can be destroyed overnight by stories on unkindness and compassionless actions.

At Winston, we know the art of creating win-win situations occur when empathy is at the forefront of the decisions. Over the last 10 years, Leon Logothetis has led Winston to partnership with over a dozen high profile companies and cause-driven brands for campaigns based around humanity and connection, ensuring the companies are seen in their brightest light.

Leon's mission with branding is simple; make the people you serve know your brand by heart.

By showcasing brands through viral videos, placements in television shows, social media and exclusive limited series, we utilize the strength of Leon's message with more than just words or pictures. The result? A bond with your customers where trust, true rapport, connection, alignment, and engagement live. **A new kind of connection where your clients become your fans.**

PRODUCTION



Caring is something WE Live By. Winston Entertainment is a production company that specializes in travel adventure content with a cause. Together with our clients and collaborators, we purposefully integrate values and practices around one thing; light up the good we believe in.

Leon Logothetis is the leader of a fierce team wild at heart, dedicated to enjoying life, having fun, and doing good in the world.

We live our culture. Each project we take is an invitation to share meaningful experiences, put something of yourself into the world, build future you want to live in, and be the difference you want to see. On that journey, we create long-lasting bonds with our clients.

You are safe. Winston Entertainment offers brands convenience and a full suite of producers, cinematographers, editors and composers. With over 16 years of experience in 65 countries, our shows have been featured on some of the biggest platforms in the world. Having a production team that understands the company and the message takes content to the next level.

We will inject the humanity into your message.

When our production company takes over, we produce, shoot, edit and deliver your content, reducing marketing costs, assuring a trust communication, and allowing your message to take center stage.



IMPACT



"It's harder to be kind than clever."

-Jeff Bezos

Being "kind" takes energy. Being kind demands that we stop and think about how we are saying what we're saying. How you make your employees and clients feel about themselves says a lot about your brand.

Leon doesn't just promote Kindness ... he lives and breathes it. He speaks to thousands of people of all ages at schools, universities and big corporations to make them feel the importance of being kinder and more empathetic to each other. **The power of the human connection is always outstanding.** Healthier learning and working conditions, greater sense of belonging, better performance and improved self-esteem are just a few of the remarkable outcomes from his speeches.

The purpose of campaigns and shows are not to highlight Leon, but to highlight the power of his message. A message that proves that **Kindness can truly change the world.** Each month, Leon receives thousands of messages from people who have seen his shows, read his books, or seen him speak, saying how it has completely changed their lives. From people gaining the courage to do what they've always wanted in life to stopping people taking their own lives. This is the transformational impact you want as a company to make on your clients and customers. **When we put people before profits, we build a lasting foundation.**

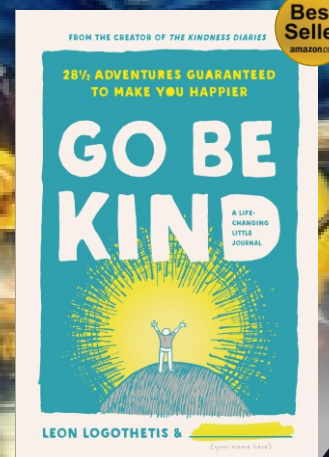
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Kindness is something you learn by **feeling** it

(CLICK HERE TO FEEL IT NOW)



MULTIPLE AWARD-WINNING, BEST-SELLERS



MEDIA



Season 1

▶ click here to watch the trailer



Season 2

▶ click here to watch the trailer

THE KINDNESS DIARIES

Target Audience:
General Public of all ages

Over one BILLION media impressions worldwide:
[CLICK TO WATCH](#)

Over a million dollars raised for humanitarian causes

Impact on Social Media

200k+ followers 60k+ followers

@Thekindnessdiaries @Thekindnessguy

Hundreds of thousands of dollars raised by the public for people in need, based on Leon's viral videos:



[CLICK TO WATCH](#)

Numerous critically acclaimed TV series broadcast



NATIONAL GEOGRAPHIC



and many others.

Brand Partnership include



among others...



Multiple Viral Videos with MILLIONS of views

[CLICK TO WATCH](#)

Contact:

bo@createdbywinston.com

steven@createdbywinston.com

MILLIONS OF LIVES CHANGED



NETFLIX