Stanford Graduate School of Business professor Jennifer Aaker shares the power behind creating ideas that can build momentum. Through her research on the perception of happiness and meaning, Aaker describes how these concepts relate to a successful and powerful social media campaign. A well-planned effort catches audience attention and offers them an engaging story. Aaker, co-author of The Dragonfly Effect, also offers several personal and corporate examples of effective viral campaigns that garnered real world, and even life-saving, results.