



Dearest Lieserl,

Not many people understood me when I first came up with the theory of relativity. In this letter I will reveal something to you that you must transmit to all mankind. Beware, the message in this letter will collide with the popular prejudice and misunderstandings of our time.

I must ask of you to guard this letter and its message as long as you deem necessary. Years or even decades until you see society is ready to listen and accept what I am about to share with you. There is a force so extremely power, that science has still not found a way to explain it.

It is a power that engulfs and governs all other powers. I believe it is also in charge of all phenomena in the Universe, many of which we have not seen or explained yet. This universal force is LOVE.

Scientists have not considered love in their efforts to present a unified theory of the Universe. They've neglected it even though it is the most powerful invisible force out there. Love represents Light, for it enlightens those who give it and receive it. It is gravity, because it makes people attracted to one another.

Love is power that brings out and multiplies the best of all life. Love keeps humanity from annihilating itself in its blind narrow mindedness and selfishness. We live and die for it. Love is God, and God is Love.

Through this force we can explain everything and find meaning in our lives. We have ignored love for such a long time, perhaps because we are afraid of it. Perhaps we ignore it because we cannot control it and quantify it. Explain it with our numbers and reason.

I believe I have found a way to make love more visible, and it is through my famous formula  $E = MC^2$ .

If instead of this equation, we accept that the energy for universal healing can be obtained through love multiplied by the speed of light squared, we come at the conclusion that love is limitless; therefore it is truly the most powerful force in the Universe.

Humanity has failed in its efforts to control the forces of the Universe, which have turned against us. In light of that, it is urgent that we heal and immerse ourselves in a different kind of energy...

For the purpose of our survival, and in our quest to find meaning to our existence we must ensure the survival of every living soul on Earth by turning to love. It is the only true answer and solution.

This force cannot be used through building a bomb of love, and use it to destroy all hate, greed and selfishness of our time. But never forget, each person has in them, a core made up of immense energy and love just waiting to be shared with the world.

When we learn to grow and master this force within ourselves, my dear Lieserl, we will realize the full power of love, and its ability to conquer all, transcend everything and anything, for it is the very essence of our existence.

I am forever sorry for not fully expressing the love I've always had for you in my heart. I realize I might be late with this apology, but please know I love you and it is thanks to you that I have reached the ultimate answer in life.

Your father,  
Albert



The second example is by Hannah Brencher, who wrote letters to people she doesn't know - to give them a reason to wait by the mailbox when they need it most.

Her initiative - **The World Needs More Love Letters** - was sparked when she herself suffered from depression after college.

Coming from a family of letter-writers, Brencher treated herself in the best way she knew how - by writing letters and hiding them across New York City for strangers to find.

Coming from the digital generation - a world of likes and texts and tweets - Brencher sees an extra value in writing letters.

As she says: *"The mere fact that somebody would even just sit down, pull out a piece of paper and think about someone the whole way through, with an intention that is so much harder to unearth when the browser is up and the iPhone is pinging and we've got six conversations rolling in at once, that is an art form that does not fall down to*

*the Goliath of "get faster," no matter how many social networks we might join."*

She was featured on TED talk, Her topic: **Love letter to strangers.**

I won't spoil the fun by telling you any thing more. Just enjoy!

The link:

<https://www.youtube.com/watch?v=LFFVaWCVITE>

Finally, a direct mail piece, written by Bruce Barton founder of BBDO advertising agency that got a 100% response.



It was mailed to twenty four wealthy people and he asked each one of them to sponsor ten students by donating \$1,000 toward their college education in Kentucky.

For his part he promised to get the ball rolling by sponsoring ten young men and women and making the first donation of \$1,000 toward their education.

100% response was no small feat considering that the letter was written back in 1925, when \$1,000 was like asking someone to donate \$100,000 today.

**Want a copy of this amazing letter?**

Email me at: [billy@designersinc.ca](mailto:billy@designersinc.ca)

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# A video worth watching:

This video is for lovers on Valentine's Day, it's called:  
**A table to end hunger**

There is a German saying:  
"Liebe geht durch den Magen"



Roughly translated it means:  
"The way to a man's heart is  
through his stomach."

Yes, Food brings people together. To capitalize on this fact, the campaign for The Hunger Project Australia allowed foodies to bid for a romantic dinner at Australia's most popular restaurants on the hardest day of the year to get

a table, Valentine's Day. Bids were made via a dedicated eBay site with all proceeds going directly to The Hunger Project.

The link: <https://vimeo.com/179992544>

#### Credits:

Client: The Hunger Project Australia  
Advertising Agency: McCann Sydney  
Executive Creative Directors: Dejan Rasic & Jerker Fagerstrom  
Art Director & Copywriter: Felix Holfve, Martin Svane  
Managing Director: Adam Lee  
General Manager: Nicole Gardner  
Group Account Director: Sara Shields  
Strategic Planning Director: Roshni Hegerman  
National Head of Broadcast: Colin Tuohy  
Editing: Matthew Flinn  
Music Composition: Josh Graham  
Public Relations Agency: DEC PR  
Agency Partners: eBay and Dimmi

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