

## “Jesus. All about Life” New dates of the campaign

### **Phase 1: seeding / Viral Stage**

7<sup>th</sup> September – 21<sup>st</sup> September (2 weeks)

**Viral marketing** is consumer to consumer marketing that spreads your message through networks. Meetings, social networks, family gatherings, community groups, phone calls, media, email and blogs.

**Concept:**

“Thank You Jesus” campaign images sent out via emails, Facebook, Twitter and distributed by electronic media. This will build momentum and create preparation, awareness and community participant involvement to thank Jesus on line for something that means a lot to them.

### **Phase 2: Build Reach & Awareness through outdoor Media (Bus Shelters)**

14<sup>th</sup> September – 27<sup>th</sup> September (2 weeks)

**Strategic Approach** - Target the various audiences in contextual and engaging environments by using Bus shelters and online media.

**Concept:**

Ambient campaign “outdoor advertising” using advertising to promote JAAL on bus shelters located 500m from local churches. Also all churches are to put up their Jesus banners, core flutes and bumper stickers.

### **Phase 3: Prime time media - TV**

27<sup>th</sup> September – 25<sup>th</sup> October (4 weeks)

**Mass Reach** via lead medium of television to ensure total state coverage, and supported by online digital broadcasting across the demo targeted platforms.

**Concept:**

Through TVC campaign – JAAL ads showed on all prime time TV, and 50 Hoyts Cinema