

Jesus. All about life.

Sydney campaign brief

20th February

Background

The 'Jesus. All about Life' (JAAL) campaign has now been run in Adelaide, Canberra and Tasmania, all based on the same core set of mass media executions including primarily TV and outdoor advertising.

Planning is now underway to implement the campaign in Sydney from September 15th.

Campaign Aim

By using 'everyday' people talking about the relevance of their Christian faith to their everyday life the campaign is designed get people talking about the contemporary relevance of Jesus' teachings, and to specifically encourage Christians to talk about their personal insights and perspectives on faith with non-Christians.

The campaign aim is for 80 % of people to see the Jesus TVC, banner, or here on radio 9 or 10 times during a 4 – 6 week period

People respond to the campaign via Call centre, SMS or attending an event that one of the churches are running during the 4 – 6 weeks

Churches will run in events during the campaign to reach their community

Christians will be confident to share their faith and speak with friends, work colleagues and family.

People to feel challenged about who Jesus is

It would be great for people to become Christians but this is NOT the ultimate aim of our campaign

The campaign aims to encourage non-Christians who broadly accept the basic principles of Christianity and acknowledge the importance of spirituality to reconsider the personal relevance of becoming an active member of a Christian congregation.

Agency proposal

The campaign is an awareness campaign with a call to action

Local church is the call to action along with response site, SMS and call centre

Target Demographics

Up to 20

20 – 30

30 – 50

50+

Questions

What is the medium we use to reach these demographics

What is the cost?

What materials are required?

- **Are the current materials relevant**
- **Is new material required**
- **TVC's, banner images, response material**