

- 1,780 churches participated.
- 153,000 hits on the website.
- 184,000 JAAL 8-page booklets, 88,000 bookmarks and 30,000 Gospels were distributed.
- JAAL was the second most recognised advertising campaign run in October 2009.
- 69% of NSW residents personally experienced the campaign.
- 82% of these saw the television commercial, on average 5.75 times.
- 65% saw the banners out the front of churches.
- 260 pieces of media coverage during the campaign, which included 4 TV, 33 Radio, and over 163 articles - a total of 578 media reports from August to October 2009.
- Almost 1 in 4 people made a response to the campaign - most commonly a conversation
- 70% of churches found the JAAL campaign created a positive evangelistic environment. 'Jesus Racing' with the JAAL brand participated in the 2009 V8 Ute series, along with 2 V8 Super car events including Bathurst. As part of the campaign, Jesus racing spoke at 71 JAAL events and distributed 10,000 Gospels.

Key highlights:

Jesus. All about life (JAAL) was a multimedia campaign run by Bible Society NSW for eight weeks in late 2009 across NSW & WA. Its aim was to raise awareness of Jesus, using the local Church as a delivery point for the gospel message. The campaign began with online media, followed by a two week ambient campaign and finished with a four week prime time TV campaign. The integration of different forms of media was key to the success of the JAAL campaign.

Jesus. All About Life:



○ = NSW public holidays

2010 NSW School Holidays

Autumn: April 2 - April 16
 Winter: July 5 - July 16
 Spring: September 27 - October 8
 Summer: December 20 - January 27

March - 2010

M	T	W	T	F	S	S
22	23	24	25	26	27	28
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April - 2010

M	T	W	T	F	S	S
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May - 2010

M	T	W	T	F	S	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June - 2010

M	T	W	T	F	S	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July - 2010

M	T	W	T	F	S	S
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26	27	28	29	30	31	

August - 2010

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September - 2010

M	T	W	T	F	S	S
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October - 2010

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

November - 2010

M	T	W	T	F	S	S
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22	23	24	25	26	27	28
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December - 2010

M	T	W	T	F	S	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January - 2011

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February - 2011

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

John 10:10 "I have come that they may have life, and have it to the full."



1. Excellent Media Exposure

- 260 pieces of media coverage in just 12 weeks.
- 148 newspaper articles, 4 television segments, 33 radio interviews, 15 magazine articles and 60 online articles.
- Free media exposure worth in excess of \$500,000.

2. High level Campaign Awareness

- Post campaign recall was high across all demographics.
- 93% of 'Mid-lifers' (aged 50+, children grown up) recalled the campaign.
- 76% of 'Family Formers' (couples with all kids under 18) recalled the campaign.
- 68% of 'Young Adults' (aged 18-30 with no kids) recalled the campaign.

3. Exceptional Church Support & Involvement

- 1,780 churches registered for the campaign.
- 1,200 large Jesus banners were displayed outside churches during the campaign.
- 73% of churches put on specific outreach events during the campaign.
- 3,000 outreach events were registered as part of the campaign.
- 93% of churches found the banners very effective in raising awareness and displaying church unity. The majority of churches plan on reusing their banners for future outreach events.
- 3 in 10 churches had their JAAL banners or signs stolen or damaged. This turned out to be a positive in generating media stories and mobilising church communities.
- 84% of church leaders stated that their congregations were more confident in sharing their faith as a result of the campaign.

4. What the Churches Said:

"The campaign put Jesus on stage in our city."

"It gave us the impetus to run a training evening on sharing your faith".

"A simple way to introduce Jesus to the conversation ("Did you see the ad?")."

"It raised the evangelistic temperature, and people were bolder, and more open about their faith."

"We were united with so many Christians, coming together in prayer and outreach. Marvellous!"

"A unified face to the community helped redirect people to Jesus rather than denominational issues."

5. Budget

JAAL Budget	YTD Actual	YTD Budget	Difference
Major Donor	\$1,025,285		
Other Income	\$2,342,738	\$3,779,289	\$1,436,551
Total Income	\$3,368,023	\$3,779,289	-\$411,266
Expenses	YTD Actual	YTD Budget	Difference
JAAL Operating Costs	\$486,044	\$435,429	\$50,615
JAAL Events	\$88,416	\$176,860	-\$88,444
JAAL Resources - V8 Programs	\$706,065	\$792,000	-\$85,935
JAAL Media / Communications	\$2,087,498	\$2,375,000	-\$287,502
Total Expenses	\$3,368,023	\$3,779,289	-\$411,266
Total Income	\$3,368,023	\$3,779,289	-\$411,266
Surplus/(Deficit)	\$0		\$0

For more information on the results of the campaign or to be involved in future projects please visit www.jesusallaboutlife.com.au