



Jesus. All About Life
Rationale for Communication Program

Sydney 2009

Campaign Objectives

Communication Objectives

- Re-engage 'lapsed' or non Christians
- To get friends, neighbours or family members to talk to each other and it should empower 'quiet' Christians in these groups to speak up. It is these quiet Christians who are the intended conduit back to the church.
- Function as a catalyst for raising questions in the mind of non-church goers, thereby leading them to think and reflect upon their personal relationship with Jesus.



- Create an atmosphere where non-church goers with a somewhat positive view of the Christian church are reminded of its role and are, subsequently, re-interested in its place, and;
- Encourage and equip church goers to invite non-church goers along to a local church.

Our target market

Target market

- Non-Christians who have attended church in the past and/or feel somewhat warm toward Christianity.

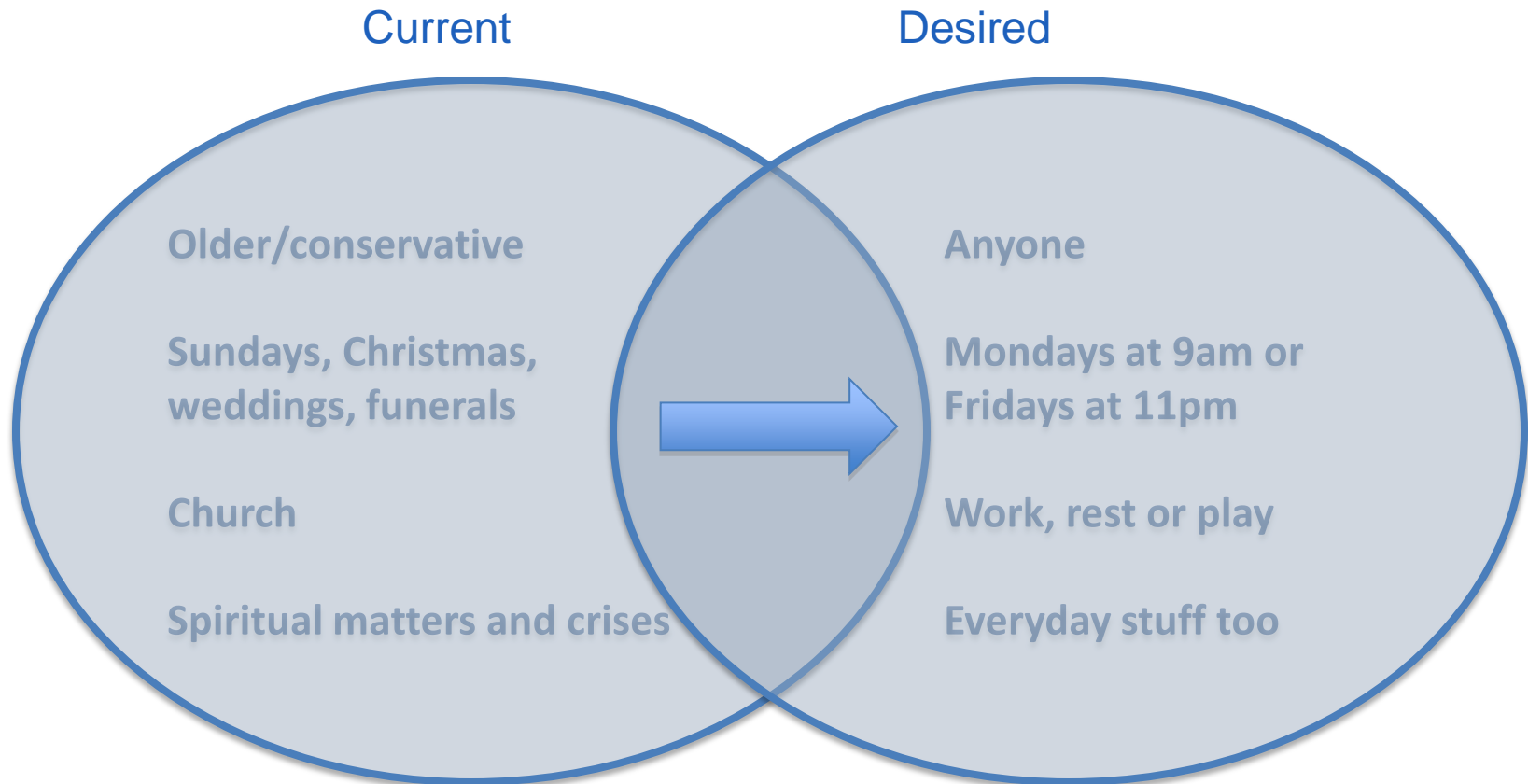
The challenge

- Don't see Jesus or the Church as relevant to them in their everyday lives anymore
- They feel positively disposed toward Jesus but not to organised religion or the Church
- Most likely to reject a direct approach from the Church to re-engage



Our Strategy

Make Jesus relevant to everybody, anytime, anywhere and for anything...



This message to come from individuals not the Church to be successful

Creative idea - Thank you

- Show individuals from across the community giving thanks to Jesus for the things that matter to them through prayer
- Link elements that are deeply personal, rewarding and fulfilling - the predictable as well as the unpredictable. This can include the birth of a child to an iPod
- This type of prayer/thanks can be from anybody, at anytime, in anyplace



- Subtly provocative messages to reframe the way non Christians see Jesus, and by extension organised religion
- Further conversation in the community about the role of Jesus and religion in modern life
- Empower Christians to engage in conversation with their non Christian (or lapsed) neighbours

1

SEEDING

2 WEEKS

2

COMMUNITY Launch

3 WEEKS

3

MASS Launch

4 WEEKS

NEW Jesus All About Life Website

	18 years	30 years	50 years	70 years
SEEDING				
2 WEEKS	VIRAL (ALL MARKETS)			
2	LOCAL PRESS (REGIONAL ONLY)			
COMMUNITY Launch	BUS SHELTER POSTERS (SYD + REGIONAL WHERE AVAILABLE)			
3 WEEKS	AMBIENT			
	ON-LINE			
3	TV (ALL)			
MASS Launch	ON-LINE			
4 WEEKS				

\$ 30K

PARTICIPATION

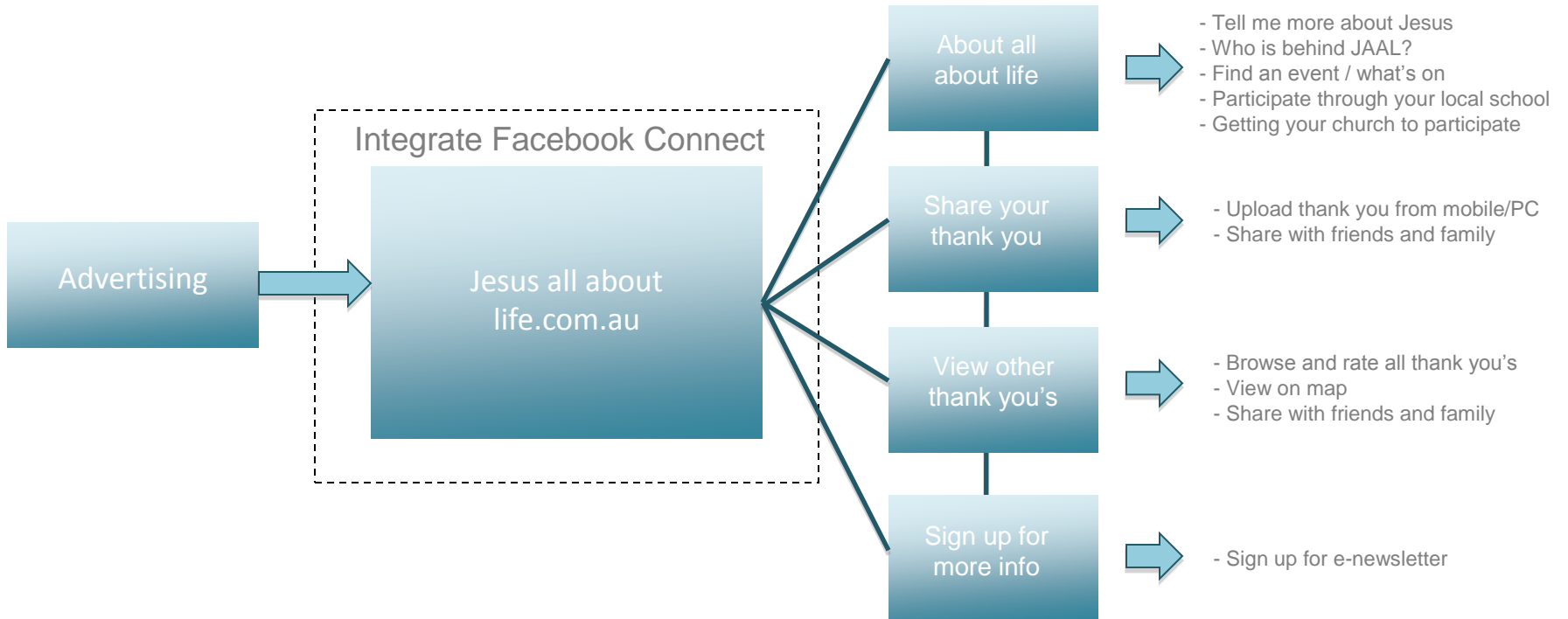
\$ 650K

PUBLIC

\$ 720K



Website structure



Strategic Approach

- **Phase One** - Seeding - 'Targeted Word of Mouth and Content build'. This will drive traffic to the website who will help the website develop more content
- **Phase Two** - Build Reach, Traffic and Awareness - Personal and Local Community
- **Phase Three** - Mass reach and awareness campaign.

Phase One - seeding
7th September



Phase One - seeding

18 years	30 years	50 years
VIRAL		

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

Leverage organic distribution platforms

- Client Database (Churches Database)
- Online PR
- Paid for Database - PureProfile/Empowered
- Social Networks (Flickr / Facebook / Youtube / Twitter / MySpace)
- Search Engine Marketing.

NEW Jesus All About Life Website

1

SEEDING

1 - 2 WEEKS
7th September

Phase Two - community launch
14th September



Phase Two - Build Reach & Awareness

2

COMMUNITY LAUNCH
14th September
2 WEEKS

NEW Jesus All About Life Website

18 years	30 years	50 years
LOCAL PRESS (REGIONAL ONLY)		
Bus Shelter Posters (SYD, + regional where available)		
	Ambient	
	ON-LINE	

Integrated Strategic Approach

Target the various audiences in contextual and engaging environments.

Offline will utilise bus shelter posters throughout Sydney and where available in regional NSW.

This will be underpinned by local newspapers in regional areas. Ambient activity in Sydney CBD and major regional centre's will be developed to engage our target and create talk-ability

Online will utilise rich media to drive the call to action and create cut-through, awareness and interest in the campaign.

Site selection based on content, reach to audience, time spent and activities carried out on the site.



Bus Shelter - Sydney Suburban

- Panels within 500m of Church, plus additional key roads
- Sydney (230 Panels)
- 2 Week campaign, September 14th-27th



Bus Shelter - Regional

- Newcastle, Wollongong, Port Macquarie, Coffs Harbour, Tweed Heads, Port Stephens, Lake Macquarie, Taree, Wyong, Nowra

Online Media

18

years

- Utilising social media - Facebook, Myspace, You Tube and Messenger
- Users targeted by demographic and profile
- Supported by Email databases and performance networks for strong reach and traffic
- Delivering 41,000 hits to website.

30

years

- Using social media for demo targeting
- NineMSN/Yahoo lifestyle and entertainment
- Supported by Email database and performance networks for strong reach and traffic
- Site integration with Kidspot Mum's website
- Delivering 27,000 hits to website.

50

years

- Major portals - SMH/Age, NineMSN - geo and demo targeted
- Supported by Email database and performance networks for strong reach and traffic
- Delivering 22,000 hits to the website
- 40% media saving across the board.



Phase Three - LAUNCH AND ROLL OUT
27th September



Phase Three - Mass Reach

3

MASS LAUNCH

27th Sept 09

4 WEEKS

NEW Jesus All About Life Website

18 years	30 years	50 years	70 years
TV (ALL)			
ON-LINE			

Phase Three Strategic Approach

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

Site selection based on content, reach to audience, time spent and activities carried out on the site.

Implementation (Buy most cost efficient and demo targeted traffic and Reach)

- Social Media (MySpace / Youtube) – (Demo targeted by audience profiles)
- Large Portals (Yahoo, Ninemsn, BigPond) audience targeted by interests
- Google and Yahoo search to ensure base traffic and audience who see TVC can find the website.



TV Regional

- NNSW, SNSW (excl Canberra), Griffith, Broken Hill
- TARPs per Week: 250, 150, 150, 150 = 700 : based on 30”
- = 70% Reach, Average Frequency 9.3
- Skew Morning Programs (Today/Sunrise/The Morning Show etc.), when people are planning their day and Thursday/Friday/Saturday Nights when people are thinking about their weekend activities
- 20%-30% discounts, which equal savings of + CSA activity additional.



TV - Metro

- Sydney Metro : based on 30”
- TARPs per Week: 200, 120, 100,100 = 520
- = 70% Reach, Average Frequency 7.3
- 60% peak/ 40% daytime (10-15 night time spots + 30-40 daytime spots)
- Skew Morning Programs (Today/Sunrise/The Morning Show etc.), when people are planning their day and Thursday/Friday/Saturday Nights when people are thinking about their weekend activities
- 20%-30% discounts, + CSA activity additional.



Online Media

18

years

- Extending the reach of the TV in to online
- Using rich media video placements targeted by demographic
- Myspace video, Facebook, NineMSN streaming messenger
- Stream TV 4.6m times, frequency of 4 streams to one user.

30

years

- Rich media video in social media as above
- Yahoo, NineMSN, Channel 10 lifestyle and entertainment
- Stream TV 4m times, frequency of 5 streams to one user.

50

years

- Using the major portals - SMH, NineMSN news etc
- Utilising pre roll videos
- Stream TV 3m times. Frequency of 5 streams to one user
- Saving - 40% off ratecard across the board.

Digital Broadcasting Example

The screenshot shows a video player interface on a website. The main video player displays a pre-roll advertisement for Iron Man on DVD, with the text "ON DVD THURSDAY OCTOBER 9". Below the main player is a smaller video player showing a thumbnail of Iron Man. A red dashed box highlights the main video player and the smaller video player below it. A red arrow points from the smaller video player to a text box labeled "Adjacent ads for call-to-action".

Pre-Roll
TVC

Adjacent ads for
call-to-action



Next Steps

Key dates

- Production commences of Outdoor, Print and Digital
- TV pre-production starts
- Final sign off on website
- Website live
- Seeding Phase one
- Community Launch
- Mass Launch