

Jesus. All about life.

Sydney campaign research brief

8 July 2008

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 during late 2009.

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.

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.

Having reviewed the performance of the campaigns to date, it has been agreed that the Sydney campaign can be strengthened by generating a much greater degree of 'buzz' through the use of events and media engagement.

Research objectives

Research is required to help determine the most effective way to generate 'buzz' around the JAAL campaign.

Specifically, we will look to research to help determine two key issues:

1. What key issues and ideas are most likely to generate the sort of 'buzz' in Sydney during 2009 that will get lots of people talking about the relevance of faith and role of Jesus in our everyday lives?
2. What if any changes may be required to the existing campaign materials – and in particular the existing TVCs – in order to make them more effective in the context of the Sydney 2009 'buzz' campaign?

This research effort needs to build on the original insights generated through two rounds of research undertaken during the original development phase of the campaign, which suggested that the most relevant aspects of Christian faith to everyday life for contemporary Australians lay in three broad areas:

- the break-down of 'polite' social relations due to a lack of regard and respect for others as a symptom of the wider loss of our sense of community
- doubt about the true value of material success in light of the potential loss of good family relations or opportunities for spiritual fulfilment

Initial hypotheses

Reviewing insights derived in late 2003 we can see that some recent, highly topical developments might help to make the campaign messages more immediately relevant and newsworthy:

- economic downturn leading to a resurgence of family crisis and homelessness in Australia – the widening gap between the ‘haves’ and the ‘have nots’
- increasing rates of inter-racial tension and incidences of violence, particularly amongst young people
- climate change and the growing awareness on the inter-generational impact of rampant consumerism

We also need to consider what specific issues and experiences are most relevant to Sydneysiders:

- the hectic pace of life and stress associated relentless grind to keep climbing the ladder of material success
- declining sense of community pride and shared purpose since the 2000 Olympics – what’s next?

We want to use research to explore these and other themes that emerge as ‘top of mind’ concerns for everyday people so that we can adapt the ‘all about life’ campaign message to address those concerns in engaging and maybe even slightly controversial ways.

Talking points

Having discovered what matters most to Sydneysiders – what they will be most engaged by and interested in talking about as part of their everyday life – we also want to find the best way of prompting the ‘water cooler’ conversation.

As part of the Buzz campaign we will look to develop a catch-phrase and/or develop some other form of mnemonic device that will encapsulate the issue and get people talking.

Working from the broad insights about the issues that are most top-of mind and topical for Sydneysiders, we need to identify the sorts of statements, questions or icons that might best get people talking.

Work needs to be done to develop a set of initial ideas to prompt discussion in research, however the research needs to be designed to explore the sort of language or reference points that are most potent in encapsulating the issues that matter.

For example, we might hypothesise that Sydneysiders are highly motivated to be ‘winners’ in terms of their sport, careers and lifestyles. We might choose to look at how apparently successful ‘winners’ are actually faring in terms of their family relationships or experiences with drugs to ask the controversial question: are they really winners? what does it really mean to be a winner? what will you look back on in life and be most proud of? to arrive at the conclusion that social connection and a sense of belonging are the most important goals in life. The catch phrase that sums this up might be something like ‘are you a winner?’ – worth a jokey laugh or two but maybe also a bit of serious reflection.

Target audience focus

The campaign has been designed to engage people at different stages in their life during which their changing circumstances tend to encourage reflection about issues of morality and spirituality.

Specifically, the campaign targets three distinct groups:

emerging adults – people ages 18-25 who are emerging from childhood and consciously defining their own personal style and approach to life as a more independent member of an extended family

family formers – people about to start a family or with very young children who are consciously reviewing ideas about the best way to raise healthy happy children, and how best to give their children a good grounding in social responsibility and spiritual awareness

mid-lifers – people who are passing some basic milestones such as establishing their career or raising a family and who are looking forward to later life, consciously reviewing how to evolve their aspirations and lifestyles to reflect their new family and social circumstances.