



INNOVATIVE NEW MEDIA CAMPAIGN CREATED FOR NSW

Jesus. All About Life media campaign to be launched in NSW

Sydney, 14 August 2009: The new Jesus. All about Life campaign will be launched in NSW on September 7th starting with a viral, internet invitation to load photos to drive interest to the new Jesus. All about Life website. The fresh and innovative non-denominational media campaign will combine traditional and contemporary methods of communication, so that the message of Jesus is brought to current and lapsed Christians and new audiences in a fresh and accessible way. The new approach is intended to engage with all sectors of the community and encourage people to seek out more information about Jesus.

It is hoped that the campaign will reach nearly 90% of people in NSW. The key concept of the Jesus. All About Life campaign is that by using modern forms of media as a catalyst, every person in every home will receive this message. Not just those who already have a relationship with God or those who know a Christian, but everyone.

The new advertisements, specifically re-designed for Sydney and NSW audiences, are intended to promote conversation about the relevance of Jesus today, amongst a varied and multicultural audience in terms of their understanding of who Jesus is and what he said and did. The previous advertisements were produced in 2005 and were used for the campaigns in Adelaide, Tasmania and Canberra.

Daniel Willis, CEO of the Bible Society comments; "Apart from the advertisements being outdated as they were produced four years ago, our extensive research for NSW showed the older advertisements used in other States – and their manner of distribution, were not appropriate for NSW. The 5 million people in Sydney and 1.5 people in the rest of NSW are a cosmopolitan demographic and we felt the creative needed to reflect this. Also, younger people today receive information differently to more mature audiences and the advertisements need to communicate to all groups. The research clearly showed that our existing advertisements did not fully engage with a mass audience and the call to action was lost. This is a creative, new media campaign and I am very hopeful that it will bring Jesus back into everyday conversation."

The campaign has been specifically designed to speak to the diverse and multicultural people of Sydney and the wider NSW region. Utilising a modern, fresh approach the new campaign uses eye catching visuals teamed with witty, humorous and thought provoking comments. The end result is a visually engaging, clearly positioned campaign that is designed to promote dialogue, encourage thought about personal faith and renew interest in Jesus.



The campaign will encompass an online campaign, outdoor banner advertising, print and radio advertisements and a TV commercial. Beginning September 7 with the internet campaign, the outdoor advertising will appear on September 14 and the TV commercial on September 27. The campaign will conclude at the end of October.

Churches are warmly encouraged to get involved and support the campaign by running their own cultural and community events and to connect with their local community. For more information churches can visit www.jesusallaboutlife.com.au

We are hoping to hear from any churches about their activities and launch events in support of Jesus. All about Life.

Media contacts

For media enquiries, please contact:

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Spokespeople

Available for comment on request.

Jesus. All about Life campaign

The Jesus. All about Life campaign was developed by The Bible Society NSW in 2003 as a means of raising awareness and the message of Jesus to the Australian community, through the support of all major denominations and local churches.

The Campaign has widespread, cross-denomination support from all major denominations including the Anglican Church, the Presbyterian Church, Baptist Union, Catholic Church, Seventh Day Adventist, Wesley Mission, Hillsong, Scripture Union, c3 church, Churches of Christ and the Salvation Army.

Fourteenth of September will see the launch of the Jesus. All about Life campaign across multiple media platforms including outdoor, TV, radio, print and online.