



## ***Jesus. All about Life* – Christian Church comes together for the largest media campaign in Australia**

**Sydney, 17 August 2009** – On 14 September, the Christian Church will launch its biggest ever marketing and advertising campaign in Australia, *Jesus. All about Life*. For the first time in history, thousands of churches across fifteen Christian denominations in NSW will come together to raise awareness of and participate in this groundbreaking project.

Non-denominational and multi-cultural in focus, it is hoped that this fresh and innovative campaign will reach nearly 90% of people in Sydney and NSW. The six week campaign will begin on September 14 with outdoor banner advertising, print and radio advertisements and will culminate on September 27 with the launch of a TV campaign.

The purpose of the campaign is to raise awareness of Jesus by combining traditional and contemporary methods of communication and seeks to bring Jesus back into everyday conversation, to show how He is relevant to today and that He is all about life in every aspect. The audience is wide ranging, and will reach current and non-practicing Christians as well as engage new audiences in a fresh and accessible way. 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 in NSW will see the campaign in some form.

The campaign is not aimed at promoting any one church or denomination. Utilising a modern, fresh approach, the new campaign will use eye-catching visuals teamed with witty, humorous and thought provoking comments. The end result is visually engaging, often provocative and ultimately designed to promote dialogue and renew interest in Jesus.

The advertising and media campaign was developed and created by creative communications agency 303 and promoted by Taurus Marketing, will look at the paradoxes we see in everyday life.

Bible Society CEO and co-founder of the *Jesus. All about Life* campaign Daniel Willis says, “We have developed the campaign to promote a presence in the community in which all Australians will consider faith in Jesus as an option, especially in the difficult times we are facing at present.”

Willis continues, “our approach reflects how communications channels have changed from the traditional methods the church may have been using, to using contemporary tools such as viral and social media alongside TV and outdoor advertising.”

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### **Media contacts**

For media enquiries, please contact Sharon Ghatara at Taurus Marketing on 02 9415 4528 or email [sharong@taurusmarketing.com.au](mailto:sharong@taurusmarketing.com.au)

### **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.