

## THE MARKETING CONSULTANTS GROUP

BECAUSE OUR MARKETING SYSTEMS WORK – while everything else eventually fails.

### CAMPAIGN REVENUE

Here's how THE REALLY BIG IDEA Every Eye, Every Ear International Marketing and Public Relations Campaign And Tour will work to capture the nation's attention, tell The Salvation Army's "Untold Story" and raise millions for those in need.



Video Lightsign Lightship\* graphic provided as a courtesy of The Lightship Group ([lightships.com](http://lightships.com))

- 178' Video Lightsign Lightship\* (30' X 70' full color video screen)
- Year-long tour throughout 40 U.S. Salvation Army Divisions.
- National public relations campaign and tour telling The Salvation Army's "Untold Story".
- National, regional sponsorships are committed to and sold in advance.
- In advance of the Airship's arrival, a regional and local media blitz and event preparations.
- Video Lightsign Lightship\* (cruises during morning and afternoon drive time traffic maximum exposure, lands during lunch hour for VIP, sponsorship, media tours and rides, press platform for Salvation Army officers. Airship graphics tell the Salvation Army's "Untold Story" **creating calls to action to call centers and web sites to volunteer, follow the airship and donate.**



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- At night, Video Lightsign Lightship\* strategically positioned, illuminated, 30' X 70' full-color video screen used as a backdrop for outdoor programs, Salvation Army music concerts, ministry, preaching and teaching, lifting up the name of Christ by showing films like "The Jesus Film".
- Tour continues throughout the U.S. and Canada, online and offline public relations campaign rolls on, grabbing every eyeball, raising millions upon millions. Read on . . .

THE REALLY BIG IDEA Every Eye, Every Ear International Marketing and Public Relations Campaign And Tour concept was developed by The Marketing Consultants Group ([marketingconsultantsgroup.com](http://marketingconsultantsgroup.com)) for The Salvation Army ([salvationarmy.org](http://salvationarmy.org)). No part of this document may be reproduced in any format, for any reason, without the express written consent of The Salvation Army. © 2012. All worldwide rights reserved. \*Video Lightsign Lightship is a trademark of The Lightship Group ([lightships.com](http://lightships.com))

**Here's how THE REALLY BIG IDEA Every Eye, Every Ear International Marketing and Public Relations Campaign And Tour works to raise maximum revenues, in kind contributions and encourage volunteer participation with The Salvation Army.**

This marketing campaign was specifically designed to raise significant funds and in kind contributions from multiple revenue sources and encourage volunteer participation.

- **Sponsorships** - National, Regional, Local Online and Offline Sponsorship Opportunities - Everything associated with the campaign can be sponsored, from the video airship's video presentations to the Salvation Army Airship's web sites.
- **Direct Solicitation** - Forbes 400, wealthy individuals, top 1000 businesses.
- **Consumer Contributions** – all of the Video Airship's video marketing messages, consumer hand outs, media materials and media kits, campaign promotional items, offline and online graphics and web sites, online and offline video and text messages, email newsletters, will contain specific call to actions directing them to a call center, web site, blog, or Salvation Army facility, encouraging them to take action and contribute, provide in kind good or services, volunteer and contact their local Salvation Army Corps to see where there is a need and how they can be of assistance for time and resources.
- **Sale of Campaign Promotional Items** – Everything from campaign apparel to Video Airship banks (for the youngsters so they can save and donate) will be sold at live events, thrift stores, online web sites, blogs to consumers, sponsors, and businesses.
- **In Kind Contributions** – Everything from transportation equipment (support staff vans) to hotel rooms to promotional items will be solicited in kind contributions.
- **FREE Offline and Online Media Coverage** – a full court press by national, regional and local public relations staffs will provide millions upon millions of online and offline impressions including thousands of videos distributed to web sites, social networking sites, news blogs, syndicated back to Salvation Army Video Airship web sites, social networking sites, Salvation Army web sites and offline and online news outlets. Millions of dollars in **FREE media coverage** during this year long tour, designed to capture every eye and every ear, will tell the Salvation Army's "**Untold Story**".

**The Really Big Idea Campaign Video Concept – Click here to watch the concept video.**  
<http://www.marketingconsultantsgroup.com/videoairships/salvationarmy/index.htm>

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**Need Assistance?**

Contact Ron Schmidt, The Marketing Consultants Group – Worldwide Publishers LTD  
888-574-8257 Ext.77 [ron.schmidt@marketingconsultantsgroup.com](mailto:ron.schmidt@marketingconsultantsgroup.com) for all the details.