

# The Salvation Army

## THE REALLY BIG IDEA Every Eye, Every Ear

National Marketing & Public Relations Tour – Sample Video Lightsign Lightship\* Graphics  
Sample graphics provided as a courtesy of The Lightship Group ([lightships.com](http://lightships.com))



Above is a representation of one side of the Salvation Army Video Lightsign Lightship\*.



Above is a representation of the other side of the Salvation Army Video Lightsign Lightship\* with 30' X 70' full color video screen (Every Eye, Every Ear).



Above is a representation of the bottom side of the Salvation Army Video Lightsign Lightship\*.

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))