

THE MARKETING CONSULTANTS GROUP

BECAUSE OUR MARKETING SYSTEMS WORK – While Everything Else Eventually Fails

The Salvation Army

THE REALLY BIG IDEA Every Eye, Every Ear

Comprehensive Multi-Media Marketing, Public Relations Campaign And International Tour

OVERVIEW



The Video Lightsign Lightship* is 178' long with a 30' x 70' full-color video screen on one side.
<http://www.marketingconsultantsgroup.com/videoairships/salvationarmy/home.htm>
Sample Video Lightsign Lightship* graphics courtesy of The Lightship Group (lightships.com)

Why: #1: To lift the name of Jesus Christ, so that all men (and women) may be drawn unto Him and preach the “good news” thereby glorifying God. #2: To tell the “untold story” of the Salvation Army, assisting over 30,000,000 folks a year via a vast array of important social services - so that every eye, every ear knows of the urgency of it’s critical mission #3: To raise needed funds via corporate sponsorships, public and private contributions for the ongoing work.

How: Utilize a combination of the Video Lightsign Lightship*, FREE online viral video media, FREE traditional media coverage and on ground public relations staff, volunteers, and supporters. Create literally tens of hundreds of millions of impressions both live and online and raise tens of millions of dollars ALL of which will go DIRECTLY to The Salvation Army.

What: Year-long integrated online and offline multi-media marketing and public relations campaign and tour for The Salvation Army, the most effective organization in the U.S.

Where: This campaign and national tour will be based in the North America and will eventually lead to similar campaigns in foreign continents, the Far East, Africa and South America.

When: Suggested campaign launch date October 2012 – September 2013, on tour throughout North America for a period of one year.

Who: Mr. Ron Schmidt, Marketing Consultants Group, a former Advisory Board Member developed THE REALLY BIG IDEA Every Eye, Every Ear concept for The Salvation Army in consulting conjunction with Mr. David R. Brindley, Salvation Army, Retired and Mr. Joel E. Aronson, former Advisory Board Member. Mr. Toby Page, Director of Marketing, The Lightship Group, the world’s leader in airship operations, provided Video Lightsign Lightship graphics.

*Video Lightsign Lightship is a trademark of The Lightship Group (lightships.com)

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