

## THE MARKETING CONSULTANTS GROUP

BECAUSE 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

### PROJECT TIMELINE (DRAFT CAMPAIGN)

Our comprehensive multi-media marketing, public relations, and international year-long tour campaign features the attention-getting Video Lightsign Lightship\*, media coverage and online and offline marketing systems.



Check out the concept video at: <http://www.marketingconsultantsgroup.com/videoairships/salvationarmy/index.htm>

Video Lightsign Lightship\* graphics courtesy of The Lightship Group ([lightships.com](http://lightships.com))

The following draft document serves as an overall scheduling guide, beginning with a 3 month time line prior to actual campaign launch for the development, creation, production, and beta testing of various videos, graphics, press releases and collateral materials. The marketing materials listed will be used for specific target markets and for specific marketing and public relations purposes during the campaign in addition to securing “in air, online and offline” sponsorships for what we believe will be the most effective marketing campaign ever devised.

### THREE Months Prior To Official Launch Date

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))

**THE SALVATION ARMY'S "UNTOLD STORY" (3-5 Minute Mini-Infomercial Video – Audience – Public, Businesses, Executives)**

Create a compelling mini-infomercial like video to show, tell and sell the Salvation Army's "Untold Story". Wake up call, shocking, informative, highly emotional, results driven.

Just what is the Salvation Army's "Untold Story"? What is the general public's perception of who the Salvation Army is and what they do? What are the actual facts and figures, who are they, what do they do, what is their specific mission, how do they achieve it, what measurements do they use to know if they are reaching their goals, how many people are assisted each year by the Salvation Army, what does it cost and what are the positive results from their work?

Suggestion Note: The format for the video should be along the lines of a promotional soft pitch with a call to action. Do you know how \_\_\_\_\_, well what we do is \_\_\_\_\_, so that \_\_\_\_\_. Here's what to do next. \_\_\_\_\_.

Objective of this video is to be used to inform and educate, show, tell and sell, create an emotional empathetic bond with the viewer and encourage each one to take action to assist the Salvation Army in some personal way, volunteering, making a contribution for a specific purpose, reason, or on behalf of a specific person, etc.

Below is the Salvation Army's Yearly Report Card. As you can see, over 27,000,000 attended group meetings and over 29,000,000 people, including some of your neighbors, were assisted in some way through a variety of social programs from medical care to substance abuse, senior care to job referrals and disaster assistance. Over 16,000,000 folks were assisted in basic social services, all helped without discrimination, that's their code. That's the SA's "untold story". Knowing when you share you care, that need knows no season, and that the Salvation Army is doing the most good, you'll be glad you gave and made a great impact in so many lives.

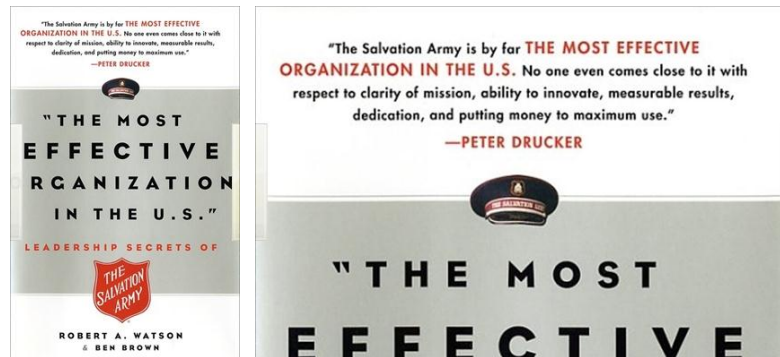
CENTERS OF OPERATION		GROUP MEETING ATTENDANCE	
Corps	1,241	Outdoor Meetings	353,124
Outposts and Service Centers	189	Sunday School	2,987,389
Rehabilitation Centers	163	Sunday Meetings	5,338,383
Family Stores	1,375	Weekday Public Meetings	2,224,481
Community Centers, Boys/Girls Club	350	Soldier Development	618,397
Child Day Care Centers	120	Group Activities	9,205,940
Adult Day Care Centers	14	Music Organizations	1,026,899
Senior Citizen Centers	266	Other	6,179,162
Group Homes/Temp Housing	568	<b>TOTAL Group Meeting Attendance</b>	<b>27,333,775</b>
Permanent Residences	74		
Medical Facilities	33	PEOPLE SERVED	
Service Units	3,051	Basic Social Services	16,511,716
Camps	45	Holiday Assistance	4,246,340
Divisions	40	Summer & Day Camps	180,585
Training Colleges	4	Disaster Assistance	955,440
Others	288	Persons Visited In Institutions	2,714,759
<b>TOTAL Centers of Operation</b>	<b>7,821</b>	Job Referrals	82,346
		Correctional Services	433,998
PERSONNEL		Community Center Participation	1,050,598
Officers	3,557	Day Care	164,743
Cadets	283	Senior Citizens	784,251
Soldiers	107,393	Substance Abuse Rehabilitation	372,934
Members	400,055	Medical Care	35,139
Employees	60,117	Institutional Care	1,041,924
Volunteers	3,411,613	Missing Persons	18,400
Advisory Organization Members	58,860	Transportation Provided	825,357
		<b>TOTAL Persons Assisted</b>	<b>29,418,530</b>
SERVICES			
Meals Served	64,039,211		
Lodgings Supplied	10,292,835		
Welfare Orders – Cash Grants	6,716,866		
Tangible Items Distributed – Clothes, Furniture, Gifts	21,650,038 102,698,950		

**THE SALVATION ARMY’S “UNTOLD CORPORATE STORY” (3-5 Minute Mini Infomercial Like Video – Target Audience – Local Business And Corporate America)**

Create a compelling mini-infomercial like video to show, tell and sell the Salvation Army’s “Untold Corporate Story”. Wake up call, shocking, informative, highly emotional, results driven, encouraging executives and business people to take action and support the Salvation Army.

Objective of this video is to be used to inform and educate, show, tell and sell, create an emotional empathetic bond with the viewer and encouraging each to take action to assist the Salvation Army in some corporate way, volunteering time, resources, and or gifts in kind, real assets, and/or financial support for a specific purpose, reason, or on behalf of a specific person.

Peter Drucker, one of the world’s foremost business writers of our time has called The Salvation Army THE MOST EFFECTIVE ORGANIZATION IN THE U.S. Ross Perot and other executives have highly praised the leadership secrets of the Salvation Army in the book written former National Commissioner Bob Watson Leadership Secrets of The Salvation Army.



What business secrets does the Salvation Army use to assist as many as 30 million people in the United States? Why should business people support the Salvation Army rather than other charitable organizations? What effect will your business support for the Salvation Army have on the community? What will supporting the Salvation Army mean for anyone's business? Would you rather support a non-profit, which manages their resources to maximize results, or would you rather support a non-profit that wastes funds? Doing The Most Good, Need Knows No Season, Thank God For The Salvation Army, Sharing Is Caring

Suggestion Note: The format for the video should be along the lines of a promotional soft pitch with a call to action. Do you know how \_\_\_\_\_, well what we do is \_\_\_\_\_, so that \_\_\_\_\_. Here's what to do next. \_\_\_\_\_.

**THE REALLY BIG IDEA Every Eye, Every Ear Campaign (3-5 Minute Mini-Infomercial Video – Audience – public, SA, media)**

Create a compelling mini-infomercial-like video to show, tell and sell our THE REALLY BIG IDEA Every Eye, Every Ear Campaign.

What is THE REALLY BIG IDEA? Why THE REALLY BIG IDEA? What will it do for The Salvation Army and those watching the video? What do we want the video viewer to do next? The video should capture your attention like a wake up call, be shocking, informative, highly emotional, results driven, encouraging folks to take action by supporting this most effective Salvation Army marketing campaign.

Objective of this video is to be used to inform and educate, show, tell and sell, create an emotional empathetic bond with the viewer and encourage each one to take action to assist the Salvation Army in some way, volunteering, making a contribution for a specific purpose, reason, or on behalf of a specific person, etc., etc.

**THE REALLY BIG IDEA Every Eye, Every Ear Campaign (3-5 Minute Mini-Infomercial Video – Audience – businesses, executives)**

Create a compelling mini-infomercial-like video to show, tell and sell our THE REALLY BIG IDEA Every Eye, Every Ear Campaign.

What is THE REALLY BIG IDEA? Why THE REALLY BIG IDEA? What will it do for The Salvation Army and those watching the video? What do we want the video viewer to do next? The video should capture your attention like a wake up call, be shocking, informative, highly

emotional, results driven, encouraging folks to take action by supporting this most effective Salvation Army marketing campaign.

Objective of this video is to be used to inform and educate, show, tell and sell, create an emotional empathetic bond with the business owner or corporate executive viewer to take action to assist the Salvation Army in some way, volunteering, making a contribution for a specific purpose, reason, or on behalf of a specific person, sponsoring a portion of the campaign, pledging support from his employees, etc., etc.

### **THE VIDEO AIRSHIP**

Airship graphics (see below categories) are created developed and finalized – RFPs will be sent out to world class advertising agencies for submission - beta testing of the graphics in online focus groups split test for visibility, recognition, response and calls to action.

Airship route – the year-long tour of the country circumnavigating the U.S. taking into account major corps centers throughout the country, taking advantage of drive time traffic and major events throughout the country. Need – DOT traffic patterns, locations, logistics, drive time and late afternoon drive time. On the ground mid morning and afternoons where the airship is scheduled for media interviews.

Flight schedule - the airship will fly every day of the year, excluding those days with inclement weather.

### **AIRSHIP GRAPHICS – AIRSHIP OUTER SHELL, INTERIOR AND GONDOLA**

#### **AIRSHIP GRAPHICS – FLIGHT PERSONNEL, CAMPAIGN STAFF UNIFORMS, SUPPORT VEHICLES**

Design graphics and select matching attire suitable for all flight personnel (airship pilots and ground support personnel), the campaign staff (Public Relations, Video Staff, Marketing Director, Support Staff, Production Staff, Music Staff, Ministry Staff) and all support vehicles.

#### **AIRSHIP VIDEO GRAPHICS – STATIC AND OR ANIMATED DAYTIME GRAPHIC MESSAGES**

Design, produce and test 6 Airship Static Graphics (6 static graphics for the 30 X 70' full color video screen that will get attention, create interest, desire and results, each with a call to action when seen to the airship's web site and automated call center. All static graphic presentations will be prepared in advance and beta tested in online focus groups for visibility, and response rates.

#### **AIRSHIP VIDEO GRAPHICS – DAY TIME - NIGHT TIME ANIMATED TEXT MESSAGING**

Develop attention-getting animated text graphics that are visible during the day and different animated text graphics visible at night (there is a difference in visibility and sharpness) for the airship sponsors, special announcements, shoutouts and specific and general messages. (I.E. Hello (Name of City, Sponsor, Individual, VIP, Elected Official, Salvation Army Officer, School, Business)

#### **AIRSHIP VIP - Rides, Tours, Flyovers**

VIPs, sponsors and the traditional news media will receive special priority for scheduled flight rides, picture taking and tours of the airship. Flyovers will be arranged in advance for sponsors along the tour.

## **AIRSHIP VIDEOS - NIGHTTIME**

When the airship has landed for the night the airship's 30' X 70' video screen will be used as a backdrop for videos, music, and messages. We'll show videos such as the Jesus Film depending on whether the nearest Army Corps has a planned music or ministry event scheduled. All Corps will be encouraged to invite the entire community to attend the airship's landing area for a special ministry presentation. Our objective is to take full advantage of the airship's outdoor video capabilities during the night when the airship is on the ground.

## **AIRSHIP PROMOTIONAL VIDEO (3-5 Minutes Mini-Infomercial Video – Audience – Public, Media, Businesses, Groups, Executives)**

Develop promotional video to be used to solicit sponsorships, stock footage will be available online and for media press releases.

## **AIRSHIP SPONSORSHIP VIDEO (3-5 Minute Mini-Infomercial Video – Audience – Businesses, Groups, Corporate Executives)**

Develop sponsorship video to be used to solicit sponsorships, stock footage will be available online and for media press releases.

## **AIRSHIP MARKETING CAMPAIGN SPONSORSHIP LETTERS (Series of 5)**

Develop a series of 5 campaign sponsorship letters to be sent to prospective sponsors soliciting support and involvement in the campaign.

## **AIRSHIP PROMOTIONAL HANDOUT (2 Page Glossy Front and Back - Downloadable)**

Develop an official handout for the airship and marketing campaign describing features of the airship, the marketing tour, the video capabilities, the flight schedule, contact information about arrange for a VIP tour, **flyover** or **airship ride**.

## **PUBLIC RELATIONS**

The objective of this campaign is to keep the public press going continuously both in text formats and video releases online and offline so that regardless of who you are or where you are in the nation, every eye, every ear will either see the airship in person, hear about the airship from friends, neighbors and associates, hear and see the airship on traditional media or see the airship online and consequently the Salvation Army's "Untold Story."

All Salvation Army PR outlets will announce official launch dates, web sites, social media sites, preparation of the airship, national tour route.

## **PRESS RELEASES**

Prepare all online and offline press releases for all Corps officers, Territorial and PR officers, online and offline media.

## **MEDIA KITS**

### **Online PR Media Kit downloadable**

Includes pictures of the airship, background information about the Salvation Army, specific information about the "Untold Story", the marketing campaign, specifics and numbers (length of tour, tour specifics, numbers, crew, miles, places visited, tour logistics).

## **Offline PR Media Kit**

Includes pictures of the airship, background information about the Salvation Army, specific information about the “Untold Story”, the marketing campaign, the airship international tour, media contacts, online web site locations, frequently asked questions, background information about The Marketing Consultants Group, the story of how the campaign was started, the specifics regarding objectives of the campaign, biographies of the national, territorial, divisional, and corps officers.

## **ONLINE MARKETING CAMPAIGN – Airship web site and blog, marketing campaign web site and blog, social networking sites, social bookmarking sites, video posting sites, online news site.**

An airship web site/blog and marketing campaign web site/blog will be created with secure capabilities to take credit card contributions – all funds and contributions will go directly to the Salvation Army.

Everyone who visits any of the airship’s or campaigns web sites, social networking fan pages, blog, video posting sites, news sites will receive something of value to be given away (to be decided) from the airship marketing campaign.

Hyperlinks created from the USA Salvation Army main web sites, territorial web sites and local web sites to the airship’s web site and marketing campaigns web site.

The airship web site will link back to the USA Salvation Army web sites, territorial web site and local Salvation Army web sites.

The airship web site will have a locator system so anyone who visits the site can easily locate the closest Salvation Army facility and web site.

Email notifications as to what’s going on with the airship, sign up and receive special news releases, loyalty awards for following the airship, contests to send videos and comments about the airship, or folks who have been fortunate to receive services, all supporting the Salvation Army and airship marketing campaign.

Media portal for media. Special media packages, media notifications and media incentives for covering the airship. We will cross promote all media coverage on the airship website and blog and develop local stories to furnish to the media via our own videographers and writers, send the cross promotions and traditional media coverage around the world.

Consumer videos. We will encourage every conceivable type of consumer video to be posted on the airship website, and social networking and social bookmarking sites and linked back to the consumer videos as well as encourage consumers to link to the airship web site and blog.

Blog comments. Social networking sites. Social bookmarking sites. Video sites. We will encourage and monitor consumer comment on the blog and encourage consumers to leave comments and link them to their friends and neighbors.

Visitor comments will be cross-linked with Facebook, YouTube, MySpace, all of the social media sites and cross-linked back to the airship’s Facebook Fan Pages.

Daily updates of videos and written materials will be provided to all airship and marketing campaign related sites.

Visitors will be encouraged to sign up for email notifications of events, status reports, ongoing airship news on the airship’s web site and campaign web sites and airship’s blog, campaign’s blog in addition to the social networking pages, fan pages, social bookmarking pages.

Prayer requests will be made available in a special prayer area on the airship and marketing campaign web sites and blogs.

Shout outs will be made the community officials, VIPs, corporate sponsors, Salvation Army officers, churches, pastors, senior groups, school groups, college campus groups, businesses.

### **ONLINE - Tracking The Airship – Airship Adventures**

An online status board will be set up so that at any given time, the airship's location, status, and videos can be tracked. The status board will indicate where the airship has been, where it is now, and where it is going.

Interactive online contests will be set up for Official Pilots For A Day and Official Support Crew For A Day to encourage participation and online visitor registration and visits.

Social media sites will be set up (Facebook, MySpace, YouTube) and video channels will be created with likes and monitored comments enabled so that visitors can add their comments to each social media site, airship and campaign blog.

A twitter airships account (public) and twitter marketing campaign (public) will be set up so that folks can follow the airship adventures on Twitter, one Tweet will be made at least once every half hour or when necessary to announce the status of the airship during flight and what's going on with the airship, where the airship is located and where it's going. Advance tweets will be made so that all staff personnel are fully updated every hour.

For security purposes, all notifications will be set up so that they are totally secure and transparent to on ground security as well as the airship's own security staff.

### **AUDIO SITE – Incoming From The Public (Transparent Airship Staff, Marketing Staff, Public Relations Staff, Support Staff, Ministry Staff, Music Ministry Staff, Salvation Army Officers, Volunteers, Media)**

An official Salvation Army toll free number capable of taking thousands of incoming calls and processing information via voice commands will be set up so that the public can call 24/7 and get specific information regarding the airship, the campaign and the Salvation Army.

Transparent to the public system will be a secured audio site specifically designed for all support personnel, Salvation Army Officials, Volunteers and the Media. Each assigned group may use system as a central communications source to call and get important information rather than making lots of outgoing calls to facilitate communication.

This fully automated voice driven communications system will all be able to take secure donations via credit card, which means that there will no expense in handling contributions by phone.

### **AUDIO SITE – Outgoing To The Public, Salvation Army, Volunteers**

An official toll free number capable of sending thousands of calls simultaneously will be set up to alert the public, Salvation Army personnel and Salvation Army volunteers prior to the airship coming to a specific town or city. Short 45 second audio messages will be left on answering machines.

### **SPONSORSHIPS – Online**

Develop as many online sponsorship opportunities as possible for airship and campaign web sites, blogs, videos, email communications.

### **SPONSORSHIPS – Offline**

Develop as many offline sponsorship opportunities on a national, regional and local basis as possible.

Campaign sponsorship.

Airship sponsorship

Airship Video – Video announcements during flyovers and sponsorship announcements

Product Placement Sponsorships

Official National and Regional Sponsorships – the official \_\_\_\_\_ of the Salvation Army Video Lightsign Airship and THE REALLY BIG IDEA

Every Eye, Every Ear Marketing, Public Relations Campaign And International Tour

### **SALVATION ARMY PROMOTIONAL ITEMS (Campaign Promotional Materials, General Salvation Army Promotional Materials)**

Design logos for the airship and campaign and select fast-moving promotional items to be sold online at all campaign web sites with all profits benefiting our client.

Sell promotional items online at all web sites, ALL profits benefit the Salvation Army.

Sell promotional items offline at all Salvation Army Corp offices, Thrift Stores and at an Amazon.com Salvation Army store

Design graphics for and produce (Branders.com)

Business Builder Cards – Business Builder Ads for General Public, Campaign Support Staffs, Salvation Army Staff, Volunteers, and Media.

Bumper stickers, Mugs, Airships (children's banks), We Love Our Salvation Army™ Thank God For Our Salvation Army™, Pins, Hats,

Sweatshirts, T-Shirts, Children's promotional materials

#### **Promotional items sent to the Forbes 400, the media and VIPs**

Airships (metal banks – sent to the Forbes 400) Book – The Leadership Secrets of the Salvation Army

### **Volunteers**

What can our **Salvation Army volunteers** do to influence others and support the airship and marketing, public relations campaign?

Empowered with **Business Builder™ Business Ad Cards™** simply hand them out **to friends, neighbors, associates, anyone you meet.**

Simply take a few moments and **spread the word**, tell friends, neighbors, associates, at work through their associates and at play using the **viral email campaign** and **viral video campaign** created on the various airship web sites on social networking sites and THE REALLY BIG IDEA™ marketing campaign web sites.

Viral **(Tell-A-Friend) Email Marketing** And **Viral (Tell-A-Friend) Video Marketing** Campaigns will be created.

**Host a breakfast or luncheon** and invite business and community leaders, pastors to attend a meeting at the Corps facilities.

Encourage your friends, neighbors and associates to **meet and greet the video airship** when it arrives in town.

**Buy something** from the selection of Salvation Army merchandise on the web site or from THE REALLY BIG IDEA™ Marketing Campaign merchandise.

**Make an online contribution**, make a monthly contribution.

Pray for the prayer list requests.

Volunteer to help with the evening worship services at the airship.

Attend and invite others to attend the evening events at the airship's location.

What can our **youngster, senior, teen, college student volunteers** do?

Empowered with **Business Builder™ Business Ad Cards™** simply hand them out **to friends, neighbors, associates, anyone you meet**. Simply take a few moments and **spread the word**, tell friends, neighbors, associates, at work through their associates and at play using the **viral email campaign** and **viral video campaign** created on the various airship web sites on social networking sites and THE REALLY BIG IDEA™ marketing campaign web sites.

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Volunteer to help with the evening worship services at the airship.

Attend and invite others to attend the evening events at the airship's location.

**Two Months Prior To Official Launch Date**

**One Month Prior To Official Launch Date**

**Two Weeks Prior To Official Launch Date**

**One Week Prior To Official Launch Date**

**Five Days Prior To Official Launch Date**

**Three Days Prior To Official Launch Date**

**One Day Prior To Official Launch Date**

**Official Launch Date**

**Three Months After Official Tour Closes**

**THE REALLY BIG IDEA™ Every Eye, Every Ear™ DOCUMENTARY VIDEO (70-90 Minutes – Audience - Public)**

Cover all aspects of this powerful marketing campaign over the next 15 to 18 months from initial preparation, before, during and after, with still and video pictures, scrapbook, video story line about the Salvation Army and how this marketing campaign was able reach the people, get

their attention, gain interest and get them to take action. In other words, what were the results of what happened during the campaign. Ongoing online distribution and syndication, as well as final editing, distribution and syndication, and international sales.

Need Assistance?

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