

## 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

#### PROMOTIONAL ITEMS, STAFF OUTFITS, CONSUMER GIVEAWAYS



Video Lightsign Lightship\* is 178' long with a 30'X 70' full-color video screen.

<http://www.marketingconsultantsgroup.com/videoairships/salvationarmy/index.htm>

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

#### Consumer Promotional Items – Top moving reusable consumer items for sale

T-Shirts

Pullovers with collars

Mugs

Airship Banks

Other recommended top sellers

#### Promotional Items – Consumer Giveaways

Inexpensive giveaway item, probably in the form of a plastic airship keychain with graphics and text on back, open for recommendations.

#### Staff Outfits

Provide Staff Outfits (approximately 50)

Embroidered staff short and long sleeve knitted shirts with collars

Color co-ordinated windbreakers

Color co-ordinated embroidered sweaters

Color co-ordinated caps

#### VIP, Media Promotional Items And Gifts

Long sleeve knitted shirt with collar

Mug

Airship Banks

Other recommendations

\*Video Lightsign Lightship is a trademark of The Lightship Group ([lightships.com](http://lightships.com))

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))