

## Why An Aerial Campaign?

Will THE REALLY BIG IDEA's Every Eye, Every Ear Comprehensive Multi-Media Marketing, Public Relations Campaign And International Tour capture the nation's attention as the centerpiece to the campaign, a Salvation Army Video Lightsign Lightship\*, cruises over towns and cities spreading the Salvation Army's important strategic message?

Watch the video!

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



Assisting The Salvation Army, tell their “untold story”, utilizing one of the most effective mediums ever devised, a 178’ Video Lightsign Lightship\* with 30’ X 70’ video screen:

- (1) Because it cuts through all of the traditional media’s clutter (you probably can’t remember the last TV, radio or print ad you saw, heard, or read, but you most likely can remember the last blimp you saw and when you saw it, and that is advertising effectiveness) and gets everyone’s attention,
- (2) Because it’s much more cost effective than buying traditional media. If properly promoted with the media, an airship, especially a video airship which can deliver any video message you want, can get huge amounts priceless traditional media and press coverage and exposure for FREE,
- (3) Because it’s a year-round, regional and yet nationwide campaign, one that will long be remembered,
- (4) Because it’s highly mobile, it can be positioned in front of and noticed by morning and evening drive-time traffic and heavily trafficked events,
- (5) Because it includes a highly recognizable combination of integrated mediums, two of which are virtually FREE, the explosive, virtual viral capabilities of the Internet and FREE coverage by the traditional media,
- (6) Because this strategic marketing campaign is the masterful idea of our Most High God, who desires to literally lift up the name of His Son, Jesus Christ before all men and pour out His Spirit on all the world, for such a time as this.

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