

Case Study No. 2



Robert Mott • creative director

CLIENT: **United Methodist Communications (UMCom)**

RELIGIOUS DENOMINATION MARKETING

PROBLEM: **"We need a communications 'tool kit' to help our churches across the U.S. benefit from and build on three national advertising flights per year (and continue their efforts to be welcoming people.)"**

"Clients come to me with all sorts of problems. In each case, I try to respond with strategic thinking and intelligent design solutions."

SOLUTIONS: We designed a comprehensive multimedia resource for local churches to coordinate efforts with the national organization. Called *ToolKit 1-2-3*, it included helpful tips, presentation/sermon outlines with accompanying themed PowerPoint slide backgrounds, a media viewbook to introduce the seasonal advertising elements, bulletin cover artwork, a catalog of custom imprinted products such as T-shirts, stickers, mugs, etc. (most of which I designed), and CD-Roms with animations and banner graphics for the churches to use on their own websites.

BACKSTORY: Right after my client launched its national advertising campaign, which they titled "Igniting Ministry," they called me in to develop and design support materials for local churches. Together, we approached this as a "brand-within-a-brand" communications program.

The first project was the *Igniting Ministry Planning Kit*, an implementation resource for any local church to embrace and build on the national ads by implementing specific programs for training and media outreach. After its release, for several weeks the *Igniting Ministry Planning Kit* was the fastest selling item, aside from Bibles, at Cokesbury bookstores across the U.S. The original sales target was 7,500 units; the actual units sold in the first year exceeded 26,000.

Close on the heels of this success, our next project got the green light: We were underway with a follow-up product, the *ToolKit 1-2-3* profiled in the rest of this case study.



Design comps of UMCom's *Igniting Ministry Planning Kit* depicted here, which I designed and built, were used to pre-sell the product to churches across the U.S. Sales of the final product surpassed the client's projections by 345%.


"In my mind, ToolKit 1-2-3 was the finest product we ever developed at UMCom. The ToolKit's combination of theological principles with 'real-world' imagery and Robert's creative design solutions gave our welcoming congregations fresh resources to spread the Word in an exciting, relevant way."

▶ Steve Horswill-Johnston • *Director of Communications and Brand Strategy, General Board of Discipleship*

PACKAGE DESIGN: The colorful multimedia binder design for *ToolKit 1-2-3* complemented the brand identity we developed for the *Planning Kit* and coordinated with the specific advertising flights. Each version of the *ToolKit* binder opened to an introduction (shown below). Each section of the *ToolKit* contained a two-color "Tools" newsletter that referenced full-color items found on the accompanying CDs.



Media
Worship
Welcoming
Inviting
Discipling



What's in This Issue of ToolKit 1-2-3?

Back-To-School 2002

Hello again and welcome to the second issue of *ToolKit 1-2-3*, an Igniting Ministry subscription service produced by United Methodist Communications. This issue centers around Back-to-school; September 2002.

We hope you find it packed with information, ideas and advertising strategies for your local church. Its contents are completely integrated with Igniting Ministry, the television and welcoming ministry of The United Methodist Church.




As usual, we have incorporated your feedback and ideas into this issue. To give us more feedback or to order a back issue of *ToolKit 1-2-3*, call toll free (877) 281-6555.

This issue centers around two core themes.

First is the common family ritual of *Back-to-school*, a time when our unchurched audience sees its schedules return to routine and the family gathers around the TV set. The season often also begins a search for a new church home!

The second core theme for this issue is *Remembering 9/11*. At the request of United Methodist Communications, many bishops of The United Methodist Church are declaring Sunday, Sept. 8, 2002, a day to remember the tragic events of Sept. 11, 2001. We have included special materials to assist local churches with that special worship service.

TV Spots
Slides
Web Graphics
Worship Graphics
Radio Spots
Newspaper Ads
Direct Mail

Media
Worship
Welcoming
Inviting
Discipling

Here's what's included for your ministry in this issue.

Media Tools: The latest advertising and marketing tips

- **Cooperative advertising:** Clustering with neighboring United Methodist churches to share financial resources and to expand your reach to the unchurched.
- **Cinema Advertising:** How to launch a cinema slide campaign at your neighborhood movie theater (cinema slides are included)
- **TV Spots (VHS #1):** All the Igniting Ministry TV spots on one tape
- **New advertising resources (VHS #2):** New door hangers, newspaper ads and direct mail pieces, and new to the campaign; cinema slides! See *Media Tools* for details.

SpiritFilms: short stories on video for worship and small groups

"The Stray-Cat Challenge" Adapted from a true story by Ten Samuels, retired professor of church and society at Saint Paul School of Theology, Kansas City, Mo., and storyteller-extraordinaire.

Worship Tools: worship and sermon resources

Liturgical resources, lectionary sermon preparation notes, worship graphics and bulletin cover for September 2002.

Worship Graphics

Bulletin Cover for "Remembering 9/11"

And More Helpful Tools!

Welcoming Tools: Ideas and tips for Back-to-school!

Inviting Tools: Evangelism ideas found here.

Discipling Tools: Understanding and leading newcomers toward Christ.

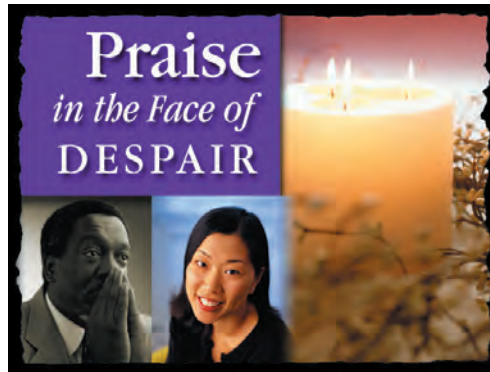
God's blessings in you as you use these resources to sharpen your media, worship, welcoming, inviting and discipling skills!

The Igniting Ministry Team
United Methodist Communications





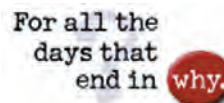
MULTIMEDIA COMPONENTS: For each edition of *ToolKit 1-2-3*, I designed a series of custom slide backgrounds that could be imported into PowerPoint for use each week during church services. The backgrounds relate to the sermon themes outlined in the *ToolKit 1-2-3 Worship Tools* newsletters.



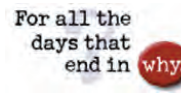
I also developed graphics for each church to enhance their own websites. These took the form of static banners, smallspace animated gifs and rollover button states that reflected either the primary advertising themes of each flight, or a generic branding theme of The United Methodist Church. Below are two examples of the animated gifs. The first relates to the church's response to the attacks of September 11, 2001. The second reflects the "Love Letters (from God)" national advertising theme.



The images at right are two "states" of a borderless rollover button that churches could use to link to their own prayer centers or the Upper Room's online national prayer site.



UP STATE



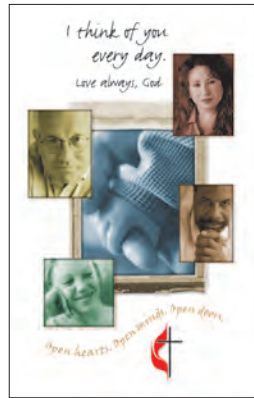
ROLLOVER STATE

Robert Mott Designs

PROJECT:

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I designed worship service bulletin covers for each of the issues of *ToolKit 1-2-3* in both full-color and black-and-white versions. The 16-page Viewbook, shown far right, displayed full-color images of all the advertising and multimedia files contained on the CD-Roms.



COMPREHENSIVE SERVICES

I was able to bring a wealth of experience to the development of *ToolKit 1-2-3*, and not just in the area of design expertise. As an active worship leader and composer of contemporary praise music, my contributions to the project had an end-user's viewpoint, as well. In fact, I served as the editor of the contemporary music suggestions found within each of the issues' *Worship Tools* newsletter.

Comprehensive, multi-disciplinary projects such as these allow me to stretch my talents as both an artist and a communicator, and provide a rewarding level of involvement for me and my clients.



ToolKit 1-2-3 issues consisted of the binder, three 2-color newsletters, a full-color advertising "viewbook," two CD-Roms, and two VHS videotapes.

STEVE HORSWILL-JOHNSTON on working with Robert Mott



"Robert Mott brings value to us beyond just a design firm. He has become our strategic partner in each piece we develop together—bringing ideas that help us reach our goals and speak directly to our market segments. That's why we continually go back to him over the years."

Steve Horswill-Johnston, Director of Communications & Brand Strategy
General Board of Discipleship, The United Methodist Church

► To find out how Robert Mott & Associates can design the perfect solution for your marketing problems, visit www.RobertMottDesigns.com, or call (540) 290-1677.



strategic thinking. intelligent design. nice people.