

CASE IN POINT: BERT RITCHIE

BACKGROUND:

Bert Ritchie is a Minister of Religion in Northern Ireland. A peace-maker who unifies a country filled with sectarianism and brokenness. His homeland is wrought with political and religious struggles. Religion is both problem and solution. Bert strives to redefine the simplicity of the gospel of Jesus apart from the sectarianism.

OBJECTIVE:

Bert needed to communicate his story in order to raise financial support in the United States. American support was critical to help heal wounded lives, reconcile people to God and then to each other, and show God's love in Northern Ireland. Bert needed Reino Capital to develop communication materials that told his story in an engaging, compelling and comprehensive way.

CHALLENGE:

Americans were largely unaware of the civil war raging in what is such a beautiful country. Moreover, they had no idea that they could have an impact. It became imperative to communicate Bert's message and make it resonate with the audience while compelling them to help.

POSITIONING:

Reino Capital developed the message, "One Healing Gospel" to illustrate and reinforce:

- * the unification that Northern Ireland needs
- * the importance to focus on what the people have in common instead of the differences
- * the spiritual, emotional and physical healing that needs to occur for everyone
- * the peace, joy and love of the message of Jesus Christ
- * the message of God's Kingdom that brings all His people together

CREATIVE:

The creative approach needed to communicate the weight of a nation killing each other because of religious differences but with the promise of healing. A video was developed to communicate the story using news clips and actual video and footage then another video was appended which showed the harmony, unity and promise of a better tomorrow because of Bert's efforts. The song "One in the Spirit" was used to reinforce that American Christians, through Bert and the work of the Spirit, would be known by their love halfway around the world.

RESULTS:

More churches, organizations and people are aware of the violence, pain and turmoil of Northern Ireland but, more importantly, now know that they can do something to help by supporting Bert Ritchie and his work.

VIDEO



TAGLINE

ONE HEALING GOSPEL

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