

TAGLINE

Experience Great Cities

PRINT



VIDEO



WEBSITE



CASE IN POINT: GREAT CITIES MISSIONS

BACKGROUND:

Great Cities Missions (GCM) has planted churches in capital cities in South America for 37 years. In their communications, they have focused on telling what they do but missed the opportunity to tell stories of the lives they touch, the humanitarian part of their efforts, the social justice they try to bring and the difference they make every day.

OBJECTIVE:

GCM asked Reino to help them communicate in such a way that their audience is brought into the experience of the mission field without actually going to the cities they serve. According to their executive director, "We need to tell the story. I don't feel like it has been told yet."

CHALLENGE:

GCM has more than 100 families embedded in the lives, communities and churches in Latin America and their life-changing stories need to be told in ways that are engaging and compelling. Communications needed to change from form and function to sharing the real lives, real situations and real successes and struggles of Christians walking together.

POSITIONING:

Communications had not evolved with cultural and societal trends towards humanitarian goodwill. GCM has done a great job of telling what they do, but they had not used social media and viral influences to tell their stories of the love being shared through the Gospel all across Latin America.

CREATIVE:

The creative approach needed to reinforce the integrity and history of GCM while introducing a new perspective into people's lives touched by the mission work. The teaser platform invited the audience to "look around the bend" towards a new journey. Then a campaign was developed to bring the audience into that journey and learn about the cultures and lives of new church plants with the tagline "Experience Great Cities." Graphics, colors, font treatments, images and videos were created to tell stories in a very experiential way. A website was created to give the audience an electronic "story book" to peek into the work and watch the videos.

