

For Immediate Release: Green Bay, Wisconsin, U.S.A.

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What is this new, different LORD'S REALLY BIG IDEA?

The **Lord's Really Big Idea** is a divinely-inspired, powerful, new multimedia campaign that will lift up the name of **God's Son, Jesus**, in all the world in cooperation with **The Salvation Army®**.



It will feature the new “unforgettable” **Salvation Army® Air Force**, a huge airship with a massive video screen on its side which will broadcast video that will get everyone’s attention, flying from Corps to Corps locations.

It will also feature a full length motion picture detailing the happenings of this campaign and the airship as it lands at the planned Corps locations,



and as **Salvation Army®** officers minister to the massive crowds assembled during this tour.



For full details about the **Lord's Really Big Idea**, visit LordsReallyBigIdea.Org where you can preview 2 videos about this multimedia campaign, review the extensive documentation, understand God's vision along with supporting scriptures, and contact **Ronnie Schmidt, CEO**,

Marketing Consultants Group, LLC, this multimedia campaign's divinely-inspired facilitator at Ronnie.Schmidt@MarketingConsultantsGroup.com.

About The Salvation Army® (SalvationArmy.Org) **The Salvation Army®** is part of the universal church of Christ and is tasked with sharing the "Gospel" with every living creature in the world without discrimination.

About Ronnie Schmidt, CEO, Marketing Consultants

Ronnie.Schmidt@MarketingConsultantsGroup.com is a retired **Salvation Army® Advisory Board Member** (Ogdensburg, NY and Green Bay, WI) and visionary CEO of the **Marketing Consultants Group, LLC**, previously hired by **6 Fortune 500** companies and years ago was given the responsibility for compiling all of the divinely-inspired details for this new, different multimedia campaign.

He authored the **White Paper** on aerial advertising called ***"Why Aerial Advertising? Can Advertising With An Airship (Blimp) Be As Effective As Traditional Forms Of Advertising?"***