

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear

Multi-Media Campaign - Corp To Corps Tour

Featuring THE SALVATION ARMY'S® New Unforgettable Air Force

COLLATERAL MATERIAL PROJECTS Video - LordsReallyBigIdea.Org

From concept to creation, production and management of all offline and online graphics, video, print, web, public relations, sponsorship development, online distribution and syndication, development of theme, positioning and all collateral materials for this multimedia, marketing and public relations campaign.



THE SALVATION ARMY'S® New Unforgettable Air Force, a
Video Airship with full-color video screen.

The selected agency staffs and public relations staffs will be responsible for concept design, beta testing, implementation, supervision and management of the following online and offline marketing, advertising and public relations campaign tour for the below-listed preliminary and long-term projects:

Graphic Design

1. AIRSHIP GRAPHICS – AIRSHIP OUTER SHELL, INTERIOR AND GONDOLA
2. AIRSHIP GRAPHICS – FLIGHT PERSONNEL, CAMPAIGN STAFF
UNIFORMS, SUPPORT VEHICLES
3. AIRSHIP VIDEO GRAPHICS – STATIC AND OR ANIMATED DAYTIME GRAPHIC
MESSAGES
4. AIRSHIP VIDEO GRAPHICS – DAY TIME - NIGHT TIME ANIMATED TEXT
VIDEOS

Video

1. THE LORDS REALLY BIG IDEA Every Eye, Every Ear
MOVIE (90-120 Minutes – Audience - Public)
2. A1 - THE SALVATION ARMY'S® “UNTOLD STORIES”
(3-5 Minute Mini-Infomercial Video – Audience – Public, Businesses, Corporate
Executives)
3. A1 - THE SALVATION ARMY'S® “UNTOLD CORPORATE STORY”
(3-5 Minute Mini Infomercial Like Video – Target Audience – Local Business And
Corporate America)
4. A2 - THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Campaign
(3-5 Minute Mini-Infomercial Video – Audience – Public, Media)

5. A2 - THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Campaign
(3-5 Minute Mini-Infomercial Video – Audience – Businesses, Corporate Executives)
6. A3- AIRSHIP PROMOTIONAL VIDEO
(3-5 Minutes Mini-Infomercial Video – Audience – Public, Media, Businesses, Groups, Corporate Executives)
7. A3- AIRSHIP SPONSORSHIP VIDEO (3-5 Minute Mini-Infomercial Video – Audience – Businesses, Groups, Corporate Executives)
8. ONGOING STREAMING VIDEO FROM THE AIRSHIP (Supervise airship videographer and production, editing, distribution and archiving of streaming video from the airship to selected online web sites, the airship's web site and campaign web sites and selected social networking sites, social bookmarking sites, video distribution sites, and news blogs online.)
9. ONGOING STREAMING VIDEO FROM THE GROUND (Supervise on ground videographers and production, editing, distribution and archiving of streaming video from on the ground to selected online web sites, the airship's web site and campaign web sites and social networking sites, social bookmarking sites, video distributions and news blogs online.)

Audio

1. AUDIO SITE – Incoming From The Public (Transparent to the Airship Staff, Marketing Staff, Public Relations Staff, Support Staff, Volunteers, Media)
2. AUDIO SITE – Outgoing To The Public, Volunteers

Public Relations

1. A-6 PRESS RELEASES – Downloadable Online and Offline
2. A-7 WEB SITE – Set up web site, with press releases, videos etc.
3. MEDIA KITS – Downloadable Online and Offline
4. PRE-FLIGHT, EVENT, AND AFTER FLIGHT PUBLIC RELATIONS REGIONAL COVERAGE

Online

1. A-4 ONLINE MARKETING CAMPAIGNS - Airship website and blog, campaign website and blog, social networking sites, social bookmarking site, video distribution sites, and news blogs.

Copy

1. A-4 AIRSHIP MARKETING CAMPAIGN SPONSORSHIP LETTERS (Series of 5)

2. A-4 AIRSHIP PROMOTIONAL HANDOUT (2 Page Glossy Front and Back - Downloadable)
3. All copy for web sites, promotional documents, video promotions, press releases, announcements, video text messages, inclusive of the entire campaign.

Sponsorships

1. A-5 SPONSORSHIPS – Online - Develop as many online sponsorship opportunities as possible for all online airship and marketing campaign web sites and blogs, videos and email communications. (See Timeline)
2. A-5 SPONSORSHIPS – Offline - Develop as many offline sponsorship opportunities on an international, national, regional and local basis as possible. (See Timeline)

Promotional Items

1. Design logos for the airship and campaign and select fast-moving promotional items to be sold online at all campaign web sites and thrift stores.

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