

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

Multi-Media Campaign Corps to Corps Tour

Featuring THE SALVATION ARMY'S® New Unforgettable Air Force

WHY AN AERIAL MULTIMEDIA CAMPAIGN?

Video - LordsReallyBigIdea.Org

**Will THE SALVATION ARMY'S® New Unforgettable Air Force
And TV Network Capture The World's Attention?**



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

THE SALVATION ARMY'S® new Unforgettable Air Force is one of the most effective mediums ever devised.

It's a Video Airship with full-color video screen which broadcasts pre-recorded and streaming video creating THE SALVATION ARMY'S® TV Network.

The airship cuts through traditional media's clutter, grabs everyone's attention, effectively delivers your marketing messages, and gets you the increased results you want.

Why An Aerial Multimedia Campaign?

- (1) Because an airship, especially a video airship cuts through all of the traditional media's clutter and gets everyone's attention.

Chances are you probably can't remember the last TV, radio or print ad you saw, heard, or read, can you?

But you most likely can remember the last blimp you saw and when you saw

it. And that in a nutshell is advertising effectiveness!

- (2) Because it's more cost effective than buying traditional media which typically disappears over the airwaves once aired, gets deleted at the click of a mouse, or thrown in the trash once read.

When properly promoted with traditional online and offline media an airship, especially a video airship with huge 30' X 70' video screen, can broadcast pre-recorded or live video, and get huge amounts priceless traditional media and press coverage and exposure for FREE.

- (3) Because it's a year-round, international, national, and regional multimedia campaign tour, one that will long be remembered, and will remain virtually evergreen online because of the use of THE SALVATION ARMY's® New Unforgettable Air Force* and TV Network”.
- (4) Because THE SALVATION ARMY's® New Unforgettable Air Force* is highly mobile and can be positioned anywhere in the world to get everyone's attention.

The airship can be positioned in front of morning and evening drive-time traffic, heavily trafficked consumer events at the same time serving as a stage backdrop for local outdoor public music, ministry, and movie special events.

- (5) Because a multimedia aerial campaign like this includes a highly recognizable combination of integrated mediums, two of which are virtually FREE, the explosive, virtual viral video capabilities of the evergreen Internet and FREE online and offline coverage and exposure by the traditional media.
- (6) Because the video airship will be used for multiple purposes:
 - a. For Aerial Filming – for live and taped TV and internet exposure generating media value and enhanced audience reach.
 - b. For Attracting Additional Media – generating media opportunities including print, TV, radio and the Internet.
 - c. Promotions and Direct Solicitation – Driving contributions through point-of-sale links such as call centers and web sites.
 - d. As a Corporate Flagship – Driving the corporate image.
- (7) Because it's THE LORD'S REALLY BIG IDEA to reach Every Eye, Every Ear.

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