



Mumbai

Mega City Media Saturation Campaign

Great Commission Media Ministries

Mega City Media Saturation Campaign

MUMBAI, INDIA

Campaign Goals:

"To reach all the people living in and around Mumbai with the message: God gives you the power to change."

Date:

November 15, 2013

Expected Completion Date:

December 15, 2013

Location, Number of People

Greater Mumbai, including satellite towns and slums.

Budget Amount

\$1,500,000.00 CAD

Contact:

J. Brian Vaughan
Chief Executive Officer (CEO)
Great Commission Media Ministries
USA & Canada

5200 Weeden Place
Chilliwack, British Columbia
Canada V2R 5T9

604.793.5636 Cell
604.858.8154 Office

brian@gcmministries.com

www.gcmministries.ca



CAMPAIGN PROPOSAL

By

J. Brian Vaughan

OPPORTUNITY

This is an opportunity to reach the entire population of Mumbai like never before engaging all available media for a 30-day period using life-changing stories and dynamic testimonies of local believers who have experienced God's power to change in their lives.

Churches will be mobilized and united to successfully make this campaign a reality. This in turn helps the body of Christ come together in prayer, fellowship with each other and unite their resources to help take the Gospel to their own people.

THE PLAN

To reach the population of a whole city in a limited period of time using a well thought-out, well executed strategy.

Dynamic testimonies of local believers who have experienced God's power to change in their lives, through a personal commitment of faith to Jesus Christ, are used in all media.

A symphony of media will be simultaneously used including Prime-Time Television, Radio, Newspapers, Magazines, Direct Mail/Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, SMS text messaging, Campaign Book (100 pages) to proclaim the Gospel through life-changing personal testimonies.

A call center, operated 24/7 by volunteer counsellors from over 100 local churches receive calls directed by the advertising and programs.

COST OF PROJECT

\$1,500,000 USD

The total costs for the campaign are divided into three parts.

1. Overall city costs:
 - a. The media costs
 - b. The central operational costs
 - i) Call center
 - ii) Administrative center personnel, office eq.
 - iii) Internet Services
 - iv) Informational meetings—church mobilization
 - v) Informational materials
 - vi) TV ads and TV program production locally
 - vii) Staff costs (Coordination, training)
 - viii) Campaign Books
 - c. Humanitarian Aid
2. The community/local costs (e.g. a city or zone of a city)
 - a. Special events
 - b. Additional media
3. The local church costs
 - a. Church based strategies
 - b. Local church advertising



THE PEOPLE AND THE CITY

The city was formerly known as Bombay. Earliest settlements date back to the third century BCE. In 1661 the population of the area was 10,000. Now known as Bollywood, the Hollywood of Asia. Mumbai is the key financial and entertainment center in India.

The religious faiths represented in Mumbai include Hindus (67.39%), Muslims (18.56%), Buddhists (5.22%), Christians (4.2%), Sikhs (0.58%).

The linguistic/ethnic demographics: Maharashtrians (42%), Gujaratis (19%).

With a population of 22 million Mumbai is the second largest city in the world.

PROJECTED SATURATION

80-90% 22 million people in the greater Mumbai area

Elements (Media Buy): Television, Radio, Newspapers, Magazines, Direct Mail/Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, SMS text messaging, Campaign Book (100 pages)

CAMPAIGN CALENDAR

Month One

CAMPAIGN PREPARATION STARTS: Final meeting of Pastors and P2C team; Champion assigned; IRR-TV leaders lay out campaign calendar to the churches; City wide prayer campaign gains intensity.

Month Two

CALL CENTER, MEDIA BUY: Call Center is set up; Negotiations with Media agencies for media buy commence; Outstanding local testimonies selected for campaign book and other media; Brainstorming session with local evangelists to define most common social woes in the city. City officials invited to round table meeting.

Month Three

TRAINING: Training of telephone counselors, literature couriers, leadership skills for pastors, humanitarian projects.

Month Four

MOBILIZATION: Mobilizing of Church members stepped up; Corporate prayer intensifies; Campaign media content production moves ahead at full speed.

Month Five

LAUNCH: Campaign is launched; All media is activated simultaneously for 30 days, ads appear in all major media; Call center is activated; Campaign books delivered to office; Churches embark on ministry in the city (primarily outside church facilities); Special events; Home visits by couriers.

Month Six

FOLLOW UP: Follow-up becomes the priority; Alpha Course is the recommended tool for follow up and discipleship; Accumulated database distributed to participating churches; Evaluation of Campaign; Joint thanks giving/worship service; Special events, special interest groups, focus groups, continue to take place on a church by church basis.

Duration of the Campaign

The duration of the campaign is 30 days with a possible extension to 45 days.

The campaign can be broken down to three distinct phases:

- Preparation: three months
- Execution: one month
- Follow-up: 6 to 18 months.

STRATEGY AND THE CHALLENGE

To reach the population of Mumbai in a limited period of time using a well thought out, well executed strategy. Media to be used includes Television, Radio, Newspapers, Magazines, Direct Mail/Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, SMS text messaging, Campaign Book (100 pages) with the message: "God can give you the power to change".

There are 9 million commuters on the trains to and from the city – every day! There are 9 people per square meter. They call it "crush hour." We will place three "ads" in every train car for 30 days. Tragically, seven people die on the trains every day - on average.

There are 3,500 bus services daily moving 1.2 million people every day. Additionally, there are 75,000 rickshaws and 125,000 taxis in the city. We will be using all means to bring the message to as many of the 22 million people as possible. There are about 100 churches in the slums. We will work with them to reach that segment of society.

There are 18 million cell phones and 5 million people on Facebook. Electronic media and social media is being developed at present. We will need to print books in three languages, Hindi, English, Marathi.

a) To reach the population of a whole city in a limited period of time using a well thought-out, well executed strategy.

b) Dynamic testimonies of local believers who have experienced God's power to change in their lives, through a personal commitment of faith to Jesus Christ, are used in all media.

c) Using local testimonies of known and unknown people chosen by campaign church pastors creates ownership in the churches of the city. Among non-believers this projects relevance that "this is my city, these people live in my city, they work here, go to school here. Their experience can be mine as well."

Key elements of the strategy are a presentation of the Gospel as follows:

- 1) Convenient Time—the recipient's down time, time of rest/least external pressures
- 2) Convenient Location—where external disturbances are at a minimum
- 3) Convenient Language—the mother tongue of the recipient
- 4) Cultural relevance—indigenous content
- 5) Multiple Opportunity—repetition of presentation with a "symphony" of media presenting the message



RESPONSE MECHANISMS

- 1) Call Center: Toll free number
- 2) Website
- 3) SMS Messages
- 4) Campaign Book
- 5) One-on-one contact
- 6) Special events



SUCCESS CRITERIA

- 1) Change the city atmosphere
- 2) Reach majority of people
- 3) Touch government
- 4) Create unity of Pastors
- 5) Vision casting—broaden horizons
- 6) Growth—increase Church membership
- 7) Plant new churches
- 8) Discipleship
- 9) Equip—training churches to use media



FOLLOW-UP

Campaign success criteria and measurable results:

- a) The campaign causes the media, the people of the city to start talking about the campaign message
- b) Total exposures to the campaign message are to be provided by Mumbai media agency data
- c) The campaign database will contain data showing how the campaign has reached people that the Church will not normally reach.
- d) Judging by past campaigns one will see pastors commenting on how the campaign has created unprecedented unity among participating churches
- e) Churches will see the unmatched firepower of the media in reaching a whole population of a whole city
- f) Churches will be asked to submit information to measure increases in Church attendance and consequent growth
- g) Churches will be asked to submit information to document new groups, cells, churches resulting from the campaign