



Mega City Media Saturation Campaign

Campaign Goals:

"To reach the people of Ulaanbaatar, capital city of Mongolia, with the message: God gives you the power to change."

Expected Start Date:

Fall 2020

Duration:

30-day campaign

Location, Number of People

Population:

Ulaanbaatar: 1,372,000

Mongolia: 3,081,677

Estimated Budget Amount

Total budget: \$400,000 CAD

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Project Proposal



Mega City Media Saturation Campaign Ulaanbaatar, Mongolia

OPPORTUNITY

This is an opportunity to reach the 1.37 million people of Ulaanbaatar 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.

Four hundred churches have indicated they will join forces in the execution of this campaign.

THE PLAN

To reach the population of city of Ulaanbaatar and most of Mongolia 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 that is available for our use.

A symphony of media will be simultaneously used including TV, Radio, Newspapers, Magazines, Fliers, Billboards, Ads in Public Transport System, Internet, Social Media, Campaign Book to proclaim the Gospel through life-changing personal testimonies.

A call center, operated 24/7 by volunteer counselors from local churches and prayer groups receive calls directed by the advertising and programs.

COST OF PROJECT

\$400,000 CAD

Prime-time TV	20% = \$80,000
Evangelistic books	20% = \$80,000
Billboards	10% = \$40,000
Call centre	10% = \$40,000
Newspaper ads	10% = \$40,000
Volunteer training	10% = \$40,000
Website & social media	10% = \$40,000
Church mobilization	10% = \$40,000



THE PEOPLE AND THE REGION

Ulaanbaatar is the capital city. Located in north central Mongolia, the municipality lies at an elevation of about 1,310 metres (4,300 ft) in a valley on the Tuul River.

It is the cultural, industrial and financial heart of the country, the centre of Mongolia's road network and connected by rail to both the Trans-Siberian Railway in Russia and the Chinese railway system.



The main religion is Buddhism, and many monasteries were built throughout the country.

On December 29, 1911 Mongolia declared its independence from 220 years of Manchu control.

PROJECTED SATURATION

80-90% of Ulaanbaatar, as well as most of Mongolia.

Elements (Media Buy): Radio, Newspapers, Magazines, Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, Social Media, Campaign Book.

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, possible 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; Churches provide 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.



International Food Festival held annually in UB in September.

STRATEGY AND THE CHALLENGE

- a) To reach the population of Ulaanbaatar in a limited period of time using a well thought-out, well executed strategy. Media to be used includes Television, Radio, Newspapers, Magazines, Fliers, Billboards, Outdoor ads in Public Transport System, Internet, Social Media, Campaign Book.
- 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 available to us.
- 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

The Chinggis Square and Mongolian Parliament.



Panorama photo from Zaisan Memorial.

RESPONSE MECHANISMS

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



SUCCESS CRITERIA

- 1) Change the area's atmosphere
- 2) Reach majority of targeted 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

Khustain Nuruu National Park, home of the wild horse Takhi, is just 90 km west of Ulaanbaatar.

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 area's media agencies 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