



Taurus creates a conversation with the Jesus. All about Life campaign

The Bible Society NSW is a not-for-profit organisation responsible for translating, publishing and distributing the Bible in all different forms, all over the world. Following research by the Society, the Jesus. All about Life communication campaign (JAAL) was created to raise awareness of Jesus and the relevance of his teaching in today's modern world. The JAAL campaign also aimed to mobilise Christian churches to re-engage with their local community through cultural, community and arts events.

For the first time in the history of the Christian Church in Australia, the campaign utilised modern and traditional media through online, print, outdoor, radio, press and TV advertising to take its message directly into the homes and living rooms of families and individuals. Also for the first time, the campaign united and achieved widespread, cross-denominational support within the different Christian denominations. The campaign brought together different Christian Churches including Anglicans, Presbyterians, Baptist Union, Catholics, Seventh Day Adventists, Wesley Mission, Hillsong, Scripture Union, C3 church, Churches of Christ and the Salvation Army.

'Taurus came into the campaign at the last minute, but created a huge impact with the press. The number of media hits was exceptional and more than we ever imagined. A highlight for us was the sheer scope of media we gained, prime time television, national radio, daily newspapers and online. The campaign is now being used by three University's as a marketing case study due to its phenomenal success.'

Daniel Willis, Bible Society CEO

'We chose Taurus because of their personable approach, genuineness, enthusiasm and willingness to commit to the project. They were able to challenge us and provide us with new ideas we had not previously considered. Taurus was a breath of fresh air and gave us great hope for the success of the campaign.'

Daniel Willis, Bible Society CEO

A Taurus team with a mission

The Bible Society engaged Taurus just three weeks before the media advertising campaign was due to go live. With less than a month to kickoff, traction was below expectations with both Church engagement and take up with the media. NSW Bible Society CEO Daniel Willis stated, "Our previous experience with appointing a PR agency was disappointing. We were desperate for a new agency to understand our strategic goals and begin work immediately.' The Bible Society did not have a clear marketing or media strategy and the campaign's messaging needed further clarity. Taurus was engaged to start immediately, gather resources and hit the ground running.

As a group of Christians and non-Christians, Sikhs and 'free spirits', the Taurus team met to decide if the campaign was ethically acceptable to take on. It was an extraordinary meeting and the vote was unanimous in that the campaign would be taken on with full enthusiasm.



The Bible Society's objective was to 'create a conversation' about Jesus. The brief as fine-tuned with Taurus in the Taurus strategic planning session was to:

- Clarify the campaign key messages
- Provide strategic and fast track counsel to increase the effectiveness of ideas
- Lead generation ideas to recruit more Churches to the campaign
- Market the campaign internally to the different Denomination heads and maintain enthusiasm with the Churches already engaged
- Create ideas to generate newsworthy content throughout the duration of the campaign
- Promote the campaign to drive traffic to the website
- Drive media coverage in mainstream news, business, marketing, secular, non secular, broadcast and internet media

"The Taurus strategy methodology worked. Meeting with the management team to clarify our objectives and strategy up front made sure we were all on the same page and able to move forward quickly together. We worked from the messaging and positioning document which kept us on track throughout the campaign."

Daniel Willis, Bible Society CEO

More than a PR agency

To ensure the campaign achieved the best results, Taurus worked around the clock to provide PR, social media, web and marketing expertise. The team worked tirelessly, liaising personally with all Church Denominations, regional heads and working groups to ensure everyone was informed and onboard throughout the duration of the campaign.

With such little time before the campaign was due to launch, Taurus needed to take a direct approach to engage with the Churches and immediately launched a telemarketing campaign aimed directly at the Churches and their constituents. The team personally called 1000 churches to rally support. Taurus then maintained constant communication through person to person phone calls, email, direct marketing alerts and social media.

Daniel explains, "Without the PR element I don't believe the campaign would have been such a success. It supported the TV adverts and viral campaign perfectly. Taurus worked outside their brief providing advice on and pro-actively supporting events and activities outside the campaign, leveraging ambassador support and actively raising the profile of the campaign's key spokespeople. With the whole team engaged and on board, the campaign was a success from beginning to end."

"We saw Taurus as an extension of our own team. The constant communication was superb and our working relationship was a pleasure. The overall return on investment was fantastic."

Daniel Willis, Bible Society CEO

Heavenly moments from a request for PR, Taurus delivers for JAAL in 3 months:

- Gaining 500 pieces of coverage in mainstream news press, TV, radio and online
- Launching the TV commercial exclusively on Channel 7 Sunrise (on the same day as the sandstorm hit Sydney!)
- Extensive radio coverage – over 30 interviews
- Achieving a range of TV coverage including Channel 10 - 7pm Project, Rove and ABC Hungry Beast
- Research and feedback, 1600 Churches engaged creating over 2000 events
- Social media ideas and strategy
- Website strategy and creative ideas, with over 150,000 web hits from 116 countries across the globe
- Ongoing, indepth coverage in the Christian and marketing media
- Launch lunch for media

Smart Thinking... Exceptional Results

Taurus is one of Australia's fastest growing, privately owned, Marketing, Public Relations (PR) and Creative consultancies whose clients range from small-to-medium businesses to major ASX-listed corporations. Taurus offers unparalleled levels of personalised service with a practical, 'no bull' approach to executing integrated marketing communications for business to business markets. We warmly invite you to experience the Taurus way of doing business!



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