



I'm David Lovegrove.

Welcome to the first session of CreativeREACH.

We are so excited for you to be here and we are anticipating a great day from the Lord today. Let's open with prayer.



What is Creative Reach?

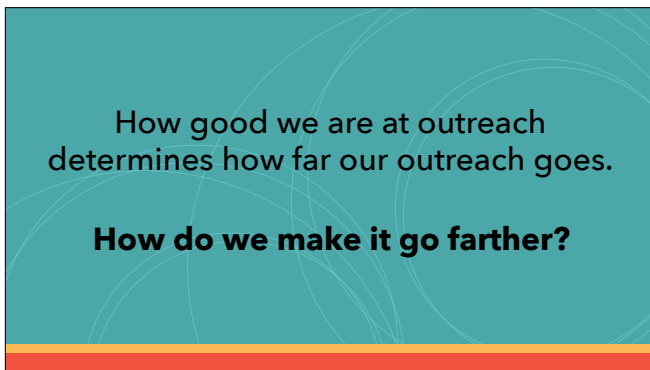
Two different, alternating viewpoints: "top down and bottom up."

Structure of sessions: principles to application.

Principles that apply to all areas — design of flyers/brochures, web design, social media — but without detail.

Later sessions will dig into specifics.

These topics are too vast to cover in entirety. If you came looking for really specific help, let's talk during a free time.



# David Lovegrove

*Chief Marketing Officer*

Bob Jones University · Greenville, SC

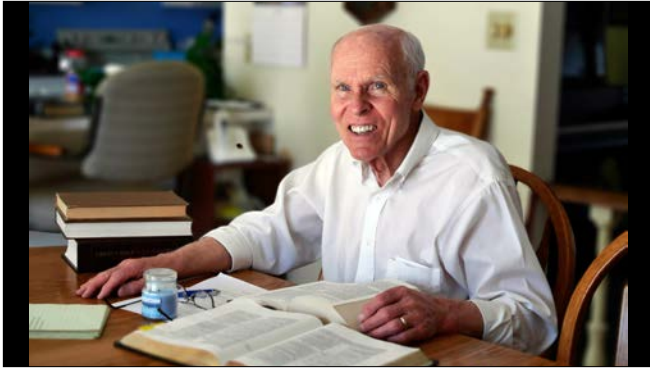
That's me: David Lovegrove



This is my wife Bethany and son Jonathan

IDAHO FALLS,  
**IDAHO**

I grew up there



My dad! Missionary pastor for 62 years.



And mom. Along with work in the churches, she started and administered Christian schools.



I went to BJU...



So I majored in Studio Art. I wanted to make stuff like this. Do you know what the career path is for studio art?



Yeah. I didn't really want to be a barista.



So I went into business for myself, and started doing graphic design — that's what people were willing to pay for. I provided advertising and marketing focusing on churches and ministries. Did that for a decade.



BOB JONES UNIVERSITY  
EST. 1927

And ended up coming back to BJU. I did a lot of different things at first...



Museum exhibition design



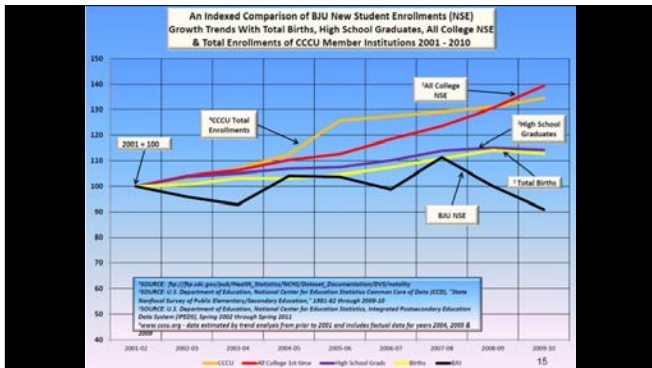
Promotion of the movie, Milltown Pride



Then developing a new athletics brand



In what will probably be, for the rest of my life, one of my top vocational highlights: developing and rolling out the Bruins athletics program.



But it all changed when we realized we had a serious enrollment problem, starting with the economic crunch of 2008. That black line was BJU, plummeting from 2007 to 2010. But BJU didn't have a marketing department or any marketer on staff.





BOB JONES UNIVERSITY  
Marketing Division

Over the next 6 years, we built a marketing division, created a marketing plan, and began the work of rebuilding. God has blessed and we've now seen several years of enrollment growth. And while I started out doing a wide range of work, my focus ever since has been almost exclusively marketing.



The story of a BJU Public Safety officer who created a very bad customer experience. Part of our enrollment decline was because we weren't serving our students well.

How good we are at outreach  
determines how far our outreach goes.

**How do we make it go farther?**



This is a story about a WILDs staff member who, under almost identical conditions, delivered excellent customer service.



As I thought about how to best help you in this conference, I realized that there are some foundational concepts about marketing and branding that might really help you in the rest of the sessions. These are some key ideas that we won't cover in our sessions, so here we go. Let's start with marketing.



Marketing used to be like the used car salesman. Out to cheat you, sell you something you don't need or something that doesn't work and at too high a price. We hate these guys.






Then marketing turned into advertising and promotion. Slicker, a little more honest (at least on the surface).



**MARKETING**

American Marketing Association:  
CREATING, COMMUNICATING, AND DELIVERING  
VALUE FOR PEOPLE AND SOCIETY.


The AMA definition of marketing is the activity, institutions, and processes, for creating, communicating, and delivering offerings that have value for customers, partners, and society at large. Our ministries are institutions that create, communicate and deliver things that are valuable to people and society at large. In fact, our ministries do that infinitely *more* than any commercial business! Marketing is not about selling stuff or turning yourself into whatever the “market” wants.



**MARKETING**

Philip Kotler:  
BUILDING VALUABLE RELATIONSHIPS.

If you take a college marketing class, odds are your textbook will be written by Philip Kotler. He defines marketing as building valuable relationships.



Seven P's

1. Product
2. Price
3. Place
4. Physical evidence
5. Processes
6. People
7. Promotion

In that college marketing class, you would learn the four Ps of marketing: you have to have the right Product, at the right Price, at the right Place, and you have to Promote it. That's for product marketing, like Cheetos. For businesses without a product (*service* businesses), there are three more Ps:

- Physical evidence, like the 1968 rusted-out lawn-maintenance truck that was often seen around campus.
- People. This is huge. Remember that police officer? Remember that terrible exchange with the dean of men or with a hall leader, or a teacher that showed no mercy, or an abrupt answer when you called for information.
- Processes. If you wanted to transfer to BJU from another college, the application form was broken so you couldn't submit it. And it was that way for 4 years! How many hoops do you have to jump through? How many unnecessary questions do you have to answer?

So it's not until you figure out how to improve all of those things that you start thinking about promotion.



## two paths for churches

**"Customer" approach**

WEAK PREACHING  
SOFT ON SANCTIFICATION AND MORALITY  
MINIMIZED MEMBERSHIP/LEADERSHIP REQUIREMENTS  
CHANGING THE PURPOSE OF WORSHIP



**Reflecting Christ better**

CLEANER SALT  
BRIGHTER LIGHT  
SWEETER-SMELLING AROMA

Marketing is especially problematic when applied to churches. There are really two ways this can be done, and they are diametrically opposed.

CUSTOMER-CENTRIC APPROACH tries to provide what the unsaved community wants. This might mean changing your preaching, so it's not so offensive; softening your push for sanctification; softening your position on moral mandates; minimizing expectations for members; not demanding church leadership be biblically qualified; or changing worship's purpose to be a secular-like experience enjoyed by the unsaved. WE REJECT THIS.

The other way to apply marketing principles to ministry is by using them to help us reflect Christ better. We want to minimize the barriers to gospel ministry caused by our own weaknesses. Find the places where our individual quirkiness, poor implementation, or blindness to other people's needs get between the gospel and the community. It's the process of making ourselves better salt, with a cleaner flavor; brighter light, with less fog; a sweeter-smelling aroma, with a little less skunk. Much of that is done through internal changes to be more like Christ. But there are also things we do, in our buildings and planning and promotion, that aren't so great. Let's work hard to allow the beauty of Christ and the gospel shine through us.



# BRANDING

Another word that makes us uncomfortable is "branding." But we're both going to use it throughout the day, because we think it's really important. "Brand" means a lot of different things, so let me explain what we are talking about.

 **two paths for churches**

**"Make our church  
a big brand"**

**Improve our testimony in the community**

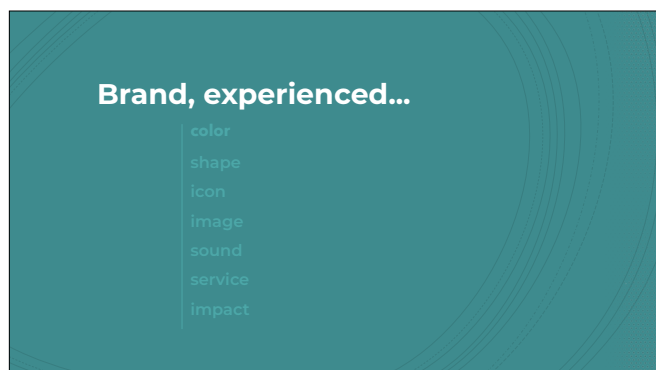
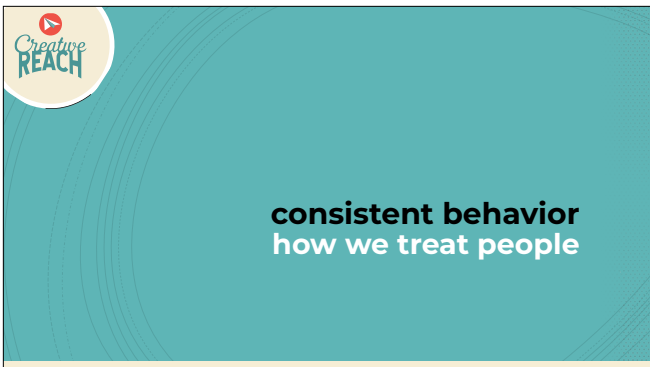
The church is not "a brand." We should not be following a market strategy of building our name and growing our market share to increase our revenue. Churches are not separate businesses to fight with each other for attendees. WE REJECT THIS.

Brand is what people think about you. It's your reputation — your *testimony*. It's important for ministries because it asks us to be honest about ourselves, what we are, where are weaknesses are, and pushes us to get better at what we do.

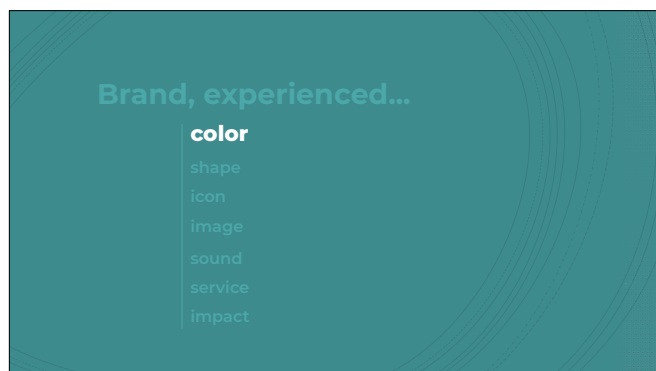


Branding originated as a permanent mark on an animal, claiming it as your own. As Christians we have been branded by God, permanently marked as his own.

 BRAND 1.0: consistent look  
|  
BRAND 2.0: consistent message  
|  
**BRAND 3.0: consistent behavior**



Let's talk color for a minute.



Let's talk color for a minute.



Starbucks. We see that green cup and the green apron on the barista and don't think anything about it. But if we walked in one day and it was all orange, we wouldn't just think "the color changed." We'd think "Starbucks changed!" We use color consistently, all the time, even when we get tired of these same old colors, because it says something about us. And we don't change the colors until we're wanting to say "we're a different company today, than we were before, and the change is important."



The Tiffany box is famous.



NY Times in the 1880s: “Just a glimpse of the Tiffany blue box makes a woman’s heart skip a beat” – in fact, according to one questionable study, women’s hearts beat 20 percent faster in excitement when presented with a “Tiffany blue” box.



and the bride can wear official Tiffany blue nail polish

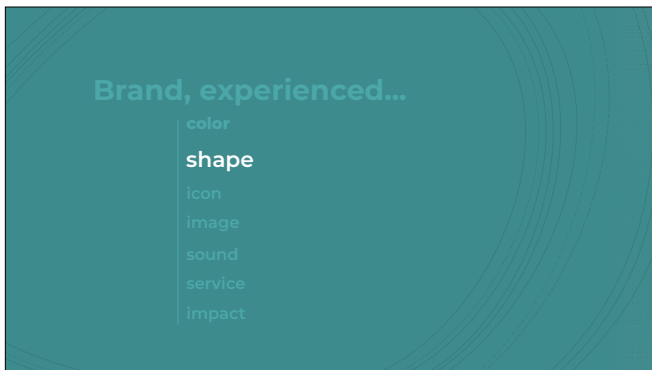


Tiffany blue is an official custom color choice for Lamborghini.





Tiffany sells a Kahr 9mm in Tiffany blue. This is a handgun designed for concealed-carry. How does this fit the Tiffany brand? Well, remember the audience: women from household incomes over 250k who are wearing fine jewelry.



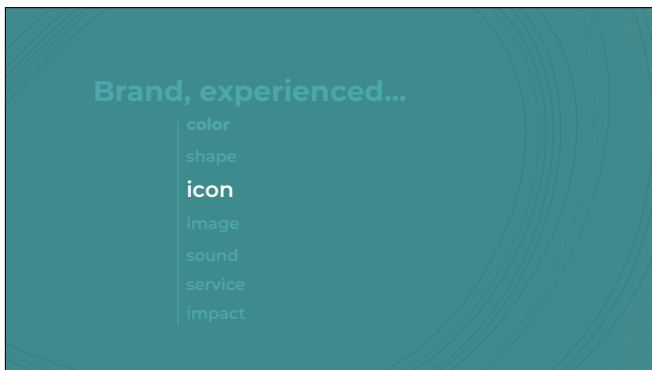
What brand does this color represent? Target.



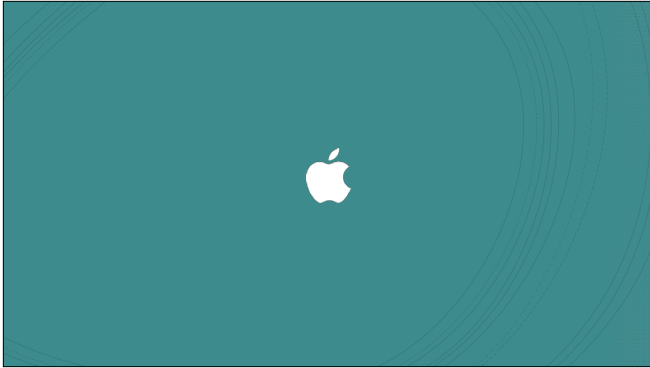
When I add this, what does it represent? Let's talk about brand as shape.



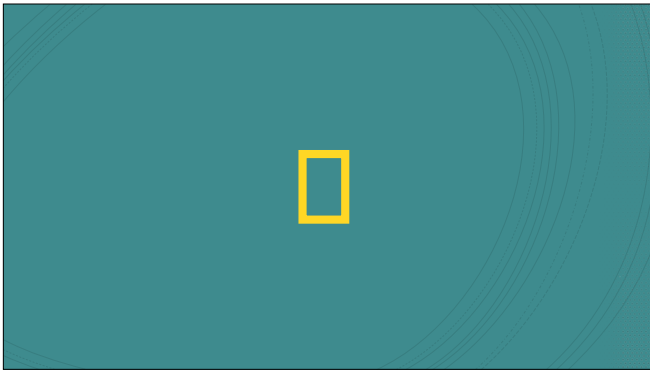
Brand as shape. Notice they are selling an emotion (happiness), not sugar-water.



The most common way of using shapes is with an icon.



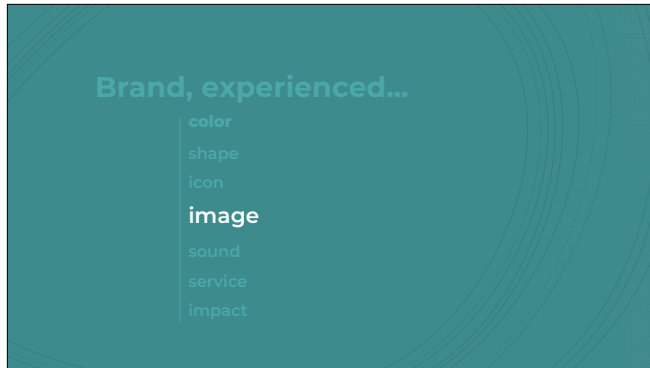
Like color, using the same icon or logo all the time communicates who you are, and communicates stability. It connects the goodwill you've built up over the years to whatever the new thing you're doing is.



Here's another icon. Recognize it?



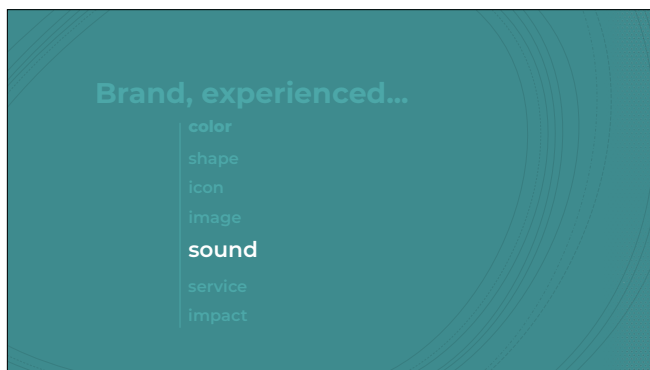
National Geographic. Now, this is interesting. Do you know what National Geographic is? It's a *science research company*. They had a problem: how do you make normal people on the street care about science research? They had a brilliant idea: let's leverage images. And they became famous for fabulous photography... of the things they were researching.



Images matter. Quality of images matter.



Their logo is iconic, but their logo doesn't touch people's hearts. Their logo doesn't connect with people in an emotional way. Images make their brand real and meaningful and compelling.



Even sound has a brand function! The Wild's choirs are amazing and uplifting and just part of what the Wilds is, part of who they are. And so they even pipe that same music along the walkways. It's part of the experience of the Wild's brand.

## Brand, experienced...

- color
- shape
- icon
- image
- sound
- service**
- impact

All of these work together to communicate about your relationship with people. And how you serve people is the very biggest part of your reputation, or brand.



Disney has the very best customer service in the world. In fact, they have an executive training program; thousands of executives from numerous countries all over the world go to Disney World each year to learn how to do customer service, directly from the masters. What is customer service? It's how people engage with people. It's not the rides, or the movies, or the mouse. In the marketing track we're going to spend a whole session on service, but we won't be learning from Disney. In that session we'll be taking our instruction from Scripture.

## Brand, experienced...


- color
- shape
- icon
- image
- sound
- service
- impact**



64 million views. Dove isn't selling soap. They're selling an impactful positive message about being content with how God created you.

## Brand, experienced...

color  
shape  
icon  
image  
sound  
service  
impact



**BRAND**

What people think and feel about you.  
What they say about you when you're not in the room.

**Branding is treating people differently**  
so they think about you differently  
so they act differently.

"Brand" is what people think and feel about you. It's the result of every interaction, every engagement, everything they see and hear and experience.

It's what they say about you when you're not in the room. Are they complaining, or excitedly sharing?

"Brand" is in there head; "BRANDING" is what you do to change it. And that means branding is treating people differently

So they think about you differently

So they *act* differently.

And that's what this conference is about. Are you treating people in a way that drives them away? Are you using bad design on PPT slides or printed matter that hurts your cause, or creates a different impression that you'd like — or just doesn't communicate clearly? Now we're going to deep-dive into these two tracks: a marketing track about how we thoughtfully, strategically build a place that transparently, attractively shows Christ; and a communication track about the design and creation of the specific ads, PowerPoints, and web content that you use to reach your community.



# REFLECTING CHRIST

CLEANER SALT • BRIGHTER LIGHT • SWEETER-SMELLING AROMA

