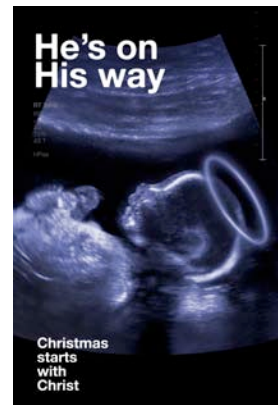


ChurchAds.Net



2010 CAMPAIGN REPORT

Headlines:

We estimate around **30 million** people had an opportunity to see or hear the poster and radio ads, making this our biggest Christmas campaign ever.

Posters were displayed on over **1400** sites all across the country, whilst the **radio** commercials were played on **175** stations

Almost **150,000** page views were recorded on our **web-site**. Over **14,000** downloads were made of the MP3 radio commercials for use in worship and private use; and over **10,000** copies of the A3 poster were downloaded for display by churches and individuals.

An entire right hand page was allocated in the **CPO** catalogue for merchandise related to the campaign, resulting in a total of **92,590** items being sold.

After just 2 years, research shows that **26%** of all adults are already aware of the campaign strapline 'Christmas Start with Christ' (rising to **29%** amongst 18-24 year olds and **35%** amongst 25-34's).

A church in Billericay which 'activated' the campaign locally by using the poster image on its service invites saw a **16.5%** increase to its Christingle services, the majority being newcomers.

In a survey of churches in Gravesend and Dartford, **100%** of respondents said they thought the campaign was worth doing.

Church leaders and theologians from across all denominations were enthusiastic in their support of the campaign. We now have links and partnerships across **all major national Christian denominations**, providing a platform for all churches to engage in a national advertising project reaching millions of non church-goers.

The campaign sparked off significant discussion throughout the **UK media**; and had **global** recognition with requests from the USA, Australia and some 20 other countries to use the images and run their own campaigns.

In Conclusion

The 2010 campaign built strongly upon the base laid down by 2009 activity so that, just 2 years into our 5 year campaign, the sentiment that '**Christmas starts with Christ**' is already resonating strongly with churchgoers and non-churchgoers.

Our aim is that the campaign be a topic of debate, provoking **more faith-based conversations** about the true meaning of Christmas. All the signs are that this is certainly happening.

We also want the national poster and radio advertising to be **a base upon which churches can build** to reach out via their own local communications: church magazines, web-sites and service invites etc; to draw people towards church at a time of year when there is still an underlying predisposition to visit. The results from Gravesend and Billericay are particularly encouraging in this respect.

We want to thank those churches who, from **across all denominations**, participated in the campaign over the last 2 years.

We are already at work creating the **2011 advertising executions** that will once again propel the **'Christmas Starts with Christ'** message into towns and cities all over the UK, and we continue to invite all churches to participate in this major piece of outreach.

Watch this space!

The Churchads.net Team