

## PROJECT OVERVIEW

### PROJECT NAME

Teen Ministry Growth

### VISION

To empower and motivate young Christians to share their faith and help people get to know Jesus

### KEY MESSAGE

Believers: Sharing the gospel is fun  
Nonbelievers: Gospel = joy & fun

### PRODUCT / USP

- Simple & easy tool
- Stylish merchandising and image
- Conversation starters

### TARGET GROUPS

Believers: Young Christians (15-21)  
Nonbelievers: (15-21)

### CHANNELS

Believers: Social Media / Events / Youths-Organisation / Ambassador  
Nonbelievers: Website with videos / SE / ADS / Tracts

### PARTNERS

JCFN / CCC

### KEY ACTIVITIES

Create young and fresh activities like...

- Videos
- Flashmob
- Music
- Merchandising
- Spiritual support

## CORPORATE DESIGN

### COLOURS / SHAPES

- Orange
- Grey
- Black & White

- Icons or Logos
- Circles

### PICTURES

Faces of Teens in Action

### FONTS

DIN & a Japanese font.  
Arial — web