



Build visibility and emphasize breadth of services



Church Extension Plan, a financial ministry serving the Assemblies of God fellowship, provides loans to growing churches and investments to individuals and organizations. The company wanted to create a bold presence at a fellowship conference and reinforce the scope of services provided.

^ Creative Company designed an award-winning gift bag and brochure (shown on reverse) to supplement an updated booth. Result? Bigger response.

creative company | marketing brains + creative soul



BUSINESS MARKET A financial ministry providing loans and investments
Assemblies of God fellowship, Christian investors

A vivid presentation to bring attention to the heart of the ministry

CHALLENGE

Although 60 years of financial ministry has helped more than 2400 churches grow, Church Extension Plan is often confused with their primary competitor. General Council was a launch point for new positioning. The existing booth was enhanced. A bag was created to draw attention and booth traffic, and a small brochure provided to take home. The goal was to create quick recognition of CEP's services, since many constituents didn't realize CEP offered investments in addition to church loans.

STRATEGY

The new communication tools brought fresh attention to CEP's financial services, while delivering quick-to-recognize details about investments, retirement accounts, church loans and refinancing. Direct mail to pastors and to investors before and after the conference, supported by Email and landing pages, drove recipients to the booth and online for financial tools. Ads placed in General Council publications tied into the booth panels and a simple roll-fold brochure was a low-cost, interactive handout.

RESULTS

CEP received many compliments and new inquiries at this important conference. The financial tools on the website continue to generate traffic. Creative Company earned Service Industry Advertising Awards for the gift bag and the small roll-fold brochure.

"I've been extremely impressed with how quickly [Creative Company has been] able to acclimate yourself to our culture, vision and priority points. You are doing this with focus and energy, and great teamwork."

—Mark Whitney, VP of Marketing
Church Extension Plan

^ At the top, the 4.5 inch square brochure folded out to reveal six panels of services. A direct mail invitation to pastors was supported by Emails and landing pages.

