

# UNDERSTANDING JESUS IN SOCIETY FOR BRANDHAVEN'S ADVERTISING CAMPAIGN

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## CHALLENGE

BrandHaven approached McQueen Analytics with the challenge of understanding the standing of Jesus in society to create an effective advertising campaign that resonated with people of all religious backgrounds while staying true to the essence of Jesus.

## SOLUTION

To understand the standing of Jesus in society, McQueen Analytics conducted extensive market research using traditional sources such as the General Social Survey (GSS). They also leveraged their 15 years of experience working with non-profits, drawing from question banks developed by team members Josh and Carl. This thorough research led to the creation of a model called the Jesus Continuum, which categorized the different types of people who identify with Jesus and provided valuable insights into the topic.

To create an effective advertising campaign that resonated with people of all religious backgrounds while staying true to the essence of Jesus, McQueen Analytics collaborated with BrandHaven to develop the HeGetUs campaign. The campaign portrayed Jesus as a universal figure who can relate to people of all backgrounds and beliefs. It showcased Jesus as someone who can help people overcome their struggles and lead a fulfilling life.

## RESULTS

The HeGetUs campaign was launched on social media platforms, television, and billboards. It received positive feedback from people of all religious backgrounds, with many stating that it was refreshing to see Jesus portrayed in a non-judgmental way.

The success of the HeGetUs campaign demonstrates the importance of research and collaboration in developing effective advertising campaigns. McQueen Analytics successfully provided innovative solutions to understand and track the standing of Jesus in society, which helped BrandHaven to create an effective advertising campaign that resonated with people of all religious backgrounds while staying true to the essence of Jesus.



**CARL MCQUEEN**

Founder - McQueen Analytics