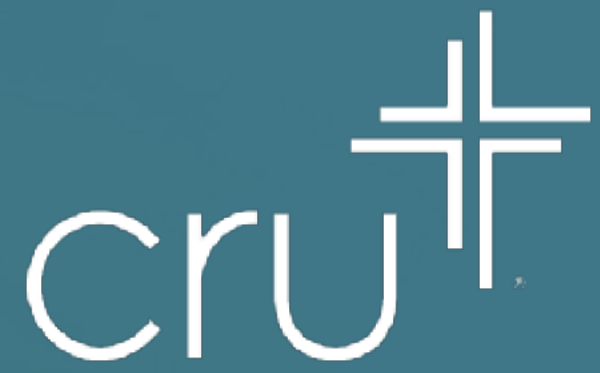




Audience Mapping

Change Marketing™
at work



The Challenge

How can a global ministry connect with every audience — even those that don't seem ready for their message?



Our Audience

25,000 global employees and over 200,000 volunteers



Key Insight

Faith is a journey, and everyone is somewhere on it. Messages have to provide value to be received — at every stage of that journey.



Our Story

CRU commits to not merely telling people great things about ourselves, but sharing stories and creating content that meets people's needs at every stage of our journey with them.



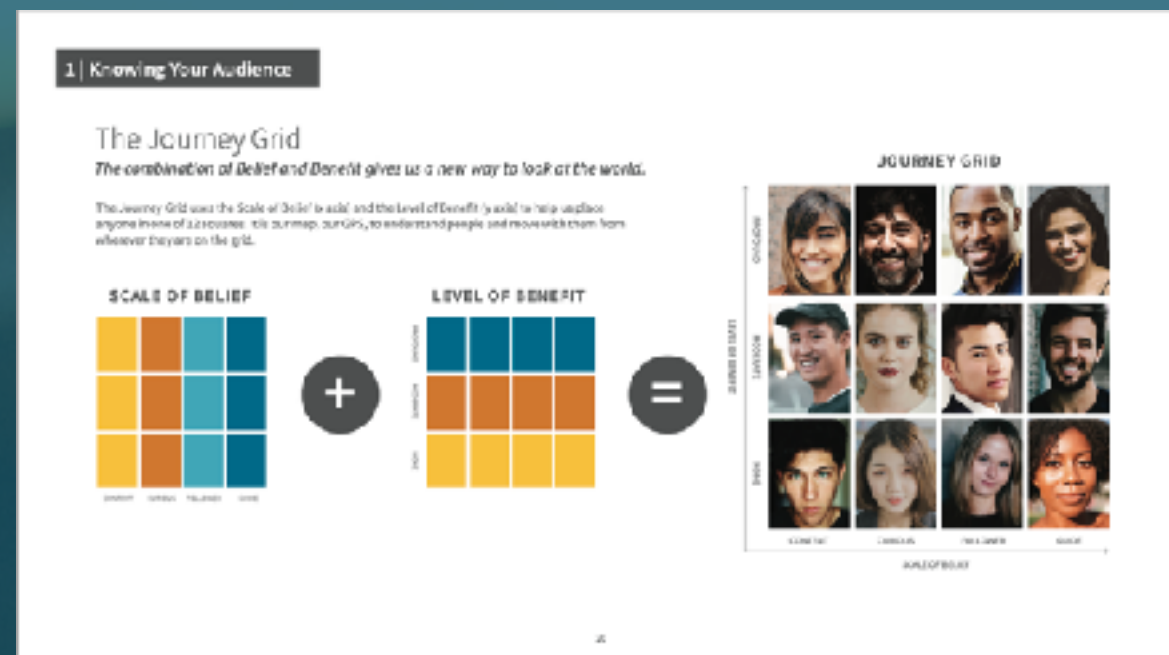
Creative Craft

An Audience Grid that maps our interactions with different audiences based on where they are in their lives, and what their needs and beliefs may be, along with a refreshed Brand Vision and Content Development Guide.



Let's
dive in





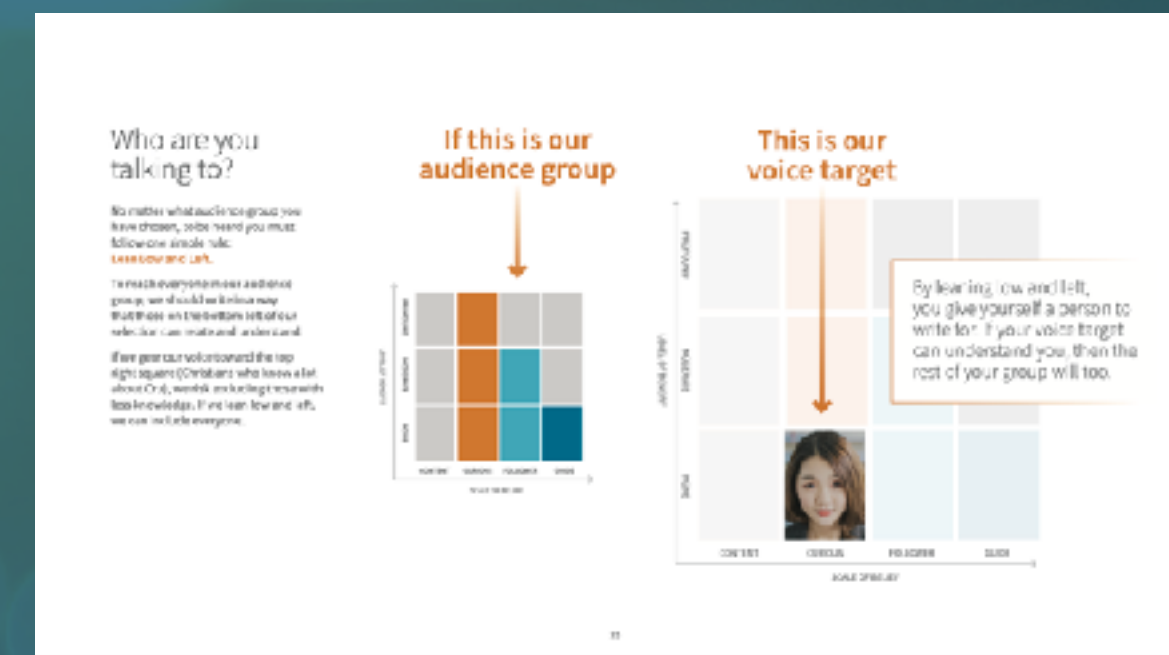
Audience Journey Grid

A model that allows Cru to understand where their audiences are on their journey and how to adapt their approach accordingly



Content Development Guide

An exploration of messaging and tone tailored to diverse personas across the audience journey, ensuring the right message resonates with their hopes, needs, and concerns.



Brand Vision

An inspirational playbook outlining Cru's long-term purpose, aspirations, and guiding principles to ensure effective communication as they work to fulfill their mission in the world.

