



Women of Faith—A Grand New Day

Overview

Each year Thomas Nelson Publishing’s Women of Faith hosts 28-plus conferences around the country—some as large as 40-50,000 attendees. They are top in their class. These Christian based events are promoted via print, direct mail, online websites, and videos. The products division create a series of curriculum studies, products and packaging for all accompanying conference merchandise. Brand cohesiveness for all the needs noted is no small task.

Solution

To facilitate a cohesive campaign theme needed to market this conference successfully — for both pre-conference marketing and onsite merchandising — much, much effort goes into creating a conference style guide which includes all the tools and guidelines necessary to corral and create a cohesive marketing effort — and a strong brand in the marketplace for this most successful endeavor.

Impact

Working with in-house groups, conference themes, color palettes, fonts, graphic elements, campaign imagery all are depicted in detailed graphic style guides are prepared that enable each marketing division to create their deliverables under one cohesive brand. To attend the conference and see the vast amount of tools, merchandise, and messaging all match the pre-conference marketing efforts is overwhelmingly gratifying. This large scale effort that requires expert planning and detail skills fits Propel like a glove.

