

## MARKETING CASE STUDIES:

### "The Visual Bible Project"

South African financier Charles Robinson had a vision to put the entire Bible on film, word-for-word. After producing the first two feature length productions of **The Gospel According to Matthew** and **Acts**, Mr. Robinson realized that he needed to find distribution in North America and sought Majesty Pictures' Founder and CEO, Frank C. Schroeder for the solution.

But before the films could be effectively distributed in the U.S., Mr. Schroeder understood that a project of this magnitude needed to be perceived as more than another religious "product."

He needed to first build the **"brand"** as well as the **"business"** of **The Visual Bible**.



Everything from the look of the logo to the position in the marketplace needed to reflect the uniqueness of not just another "product", but a "project" that other organizations could feel they could become a part in helping bring it to life.

Using the marketing theme, **"You Have To See It... To Believe It!"** Mr. Schroeder helped launch a new company (Visual Entertainment) for the sole purpose of handling The Visual Bible entertainment property in the U.S.

Mr. Schroeder built a multi-year, multi-channel, multi-product strategic business plan with a simple guiding principle that for the "project" to be successful it would require building transformational relationships with its partners... not just making transactional deals.

As each new "partner" bought into the vision of The Visual Bible project, new channels of distribution opened as well as numerous ancillary products being created to help fill those channels.

Over a five year period what started with just two feature length films grew to over twenty-six ancillary products and over forty affiliated partners helping bring The Visual Bible to the marketplace.

The Visual Bible project became the number one selling "product" in the CBA with over \$40 million in sales in just its first few years.

The Visual Bible project with its partners published Books, a Topical Bible Series, a Visual Bible for Kids series, Music Concerts and Music Videos, Audio Books as well as beautifully framed Art.

Mr. Schroeder also helped launch The Visual Bible technologically into the 21<sup>st</sup> century becoming the first DVD product distributed in the CBA.

