



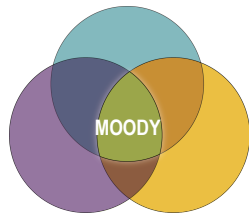
# Moody Global Ministries

## Brand Message Mapping

*Draft Version 4: July 19, 2013*

# MOODY BRAND MESSAGE MAPPING

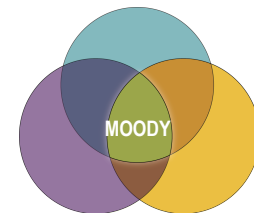
## OBJECTIVES



*Brand messaging segmentation enables us to:*

- Adopt a **strategic segmentation system** for thinking of, and communicating with, our wide variety audiences in the communication framework that matters most to them
- Tailor the parent brand story to **amplify relevance** among each primary audience segment — while **remaining consistent** in our brand messaging across segments
- **Explicitly address** each target segments' specific understanding of Moody, as well as their needs and desired benefits from the organization
- Equip the organization to ensure all current and future messaging is **brand reinforcing**

# POINT-OF-ENTRY SEGMENTATION



## Functional Points of Entry “Vertical Segments”

### Insiders:

Contributors to Moody's day-to-day functions and mission fulfillment, and representing Moody to others; and likely seeking to invest in work with eternal payback.

### Partners:

These are individuals who have a formal relationship or history with Moody; they may carry Moody as a “badge” and are likely to share in the organization's desire for missional impact.

### Education:

These targets are (or could be) engaged with one or more of the educational offerings of Moody.

### Radio:

These targets are (or could be) engaged with one or more of the broadcast-related offerings of Moody.

### Publishing:

These targets are (or could be) engaged with one or more of the publishing-generated offerings of Moody.

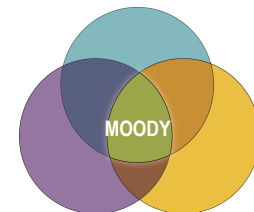
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Looking at how target audiences (both current and potential) engage with Moody, they can be segmented into **five clear functional points of entry** into relationship with the organization, or **vertical segments**.

These five verticals can be clustered into two types:

- **“Related”** — Related audiences have some type of **formal relationship** with the organization, either through employment (past or present), committed donorship, or graduation from one of Moody's education programs.
- **“External”** — External audiences consume Moody's offerings (either on an intermittent or ongoing basis) through one of the organization's consumer-facing gateways, via any one (or more) of the variety of connection points within that gateway.

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## Vertical Sub-Segments

Staff

Faculty

Individual Donors

Partner Organizations

Former Staff & Retirees

Undergraduate Alumni

Graduate Seminary Alumni

Distance Learning Alumni

Families of Alumni

Current Students

Parents & Family

Undergraduate Students

Graduate Seminary Students

Distance Learning Students

Continuing Education Students

Conference Attendees

Moody Alumni “Influencees”

Partner Individuals/Organizations

Heavy/Habitual Station Listeners

Light/Intermittent Station Listeners

Individual Program Listeners

Internet/Podcast Listeners

Affiliates

Conference Attendees

Partner Individuals/Organizations

“Moody Filter” Readers

Incidental Readers

Authors

Booksellers/Distributors

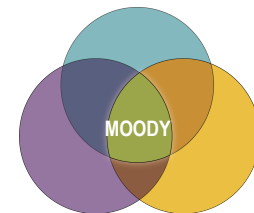
Conference Attendees

Partner Individuals/Organizations

## Vertical Segmentation

The more specific we are in vertically segmenting our various audiences, the more relevant and effective our messaging and behavior toward each segment can be.

# POINT-OF-ENTRY SEGMENTATION



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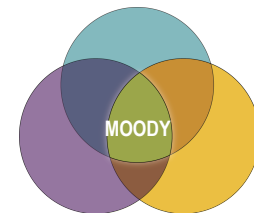
## Engagement-Level Segmentation

Even more so than the vertical in which they connect with Moody, an audience's **current level of engagement with the organization** may be even a **more critical segment** to consider as we target our brand messaging.



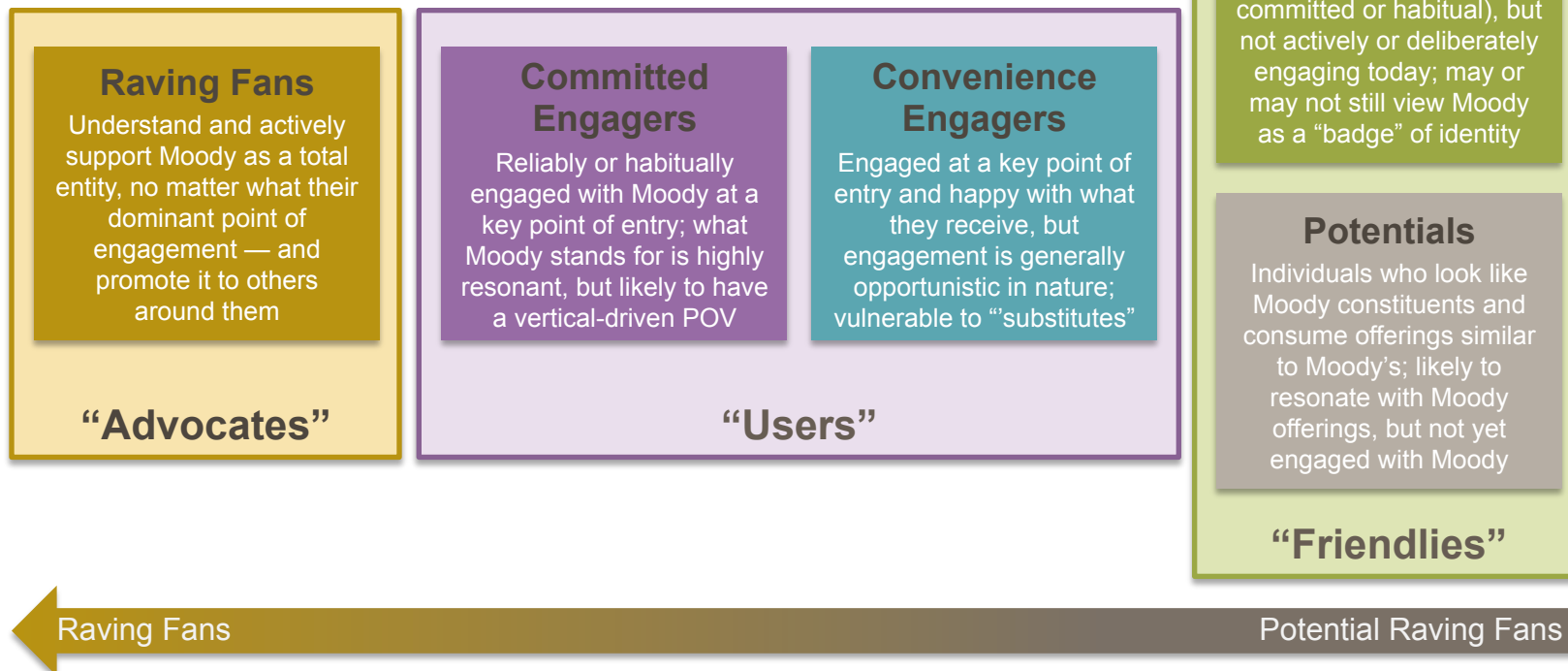
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# ENGAGEMENT-LEVEL SEGMENTATION



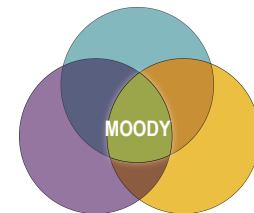
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We should consider these engagement-level segments to be the dominant structure for communicating brand-level messaging — since they **unite audiences by degree of familiarity and relationship with Moody**, beyond simply their functional point of entry.



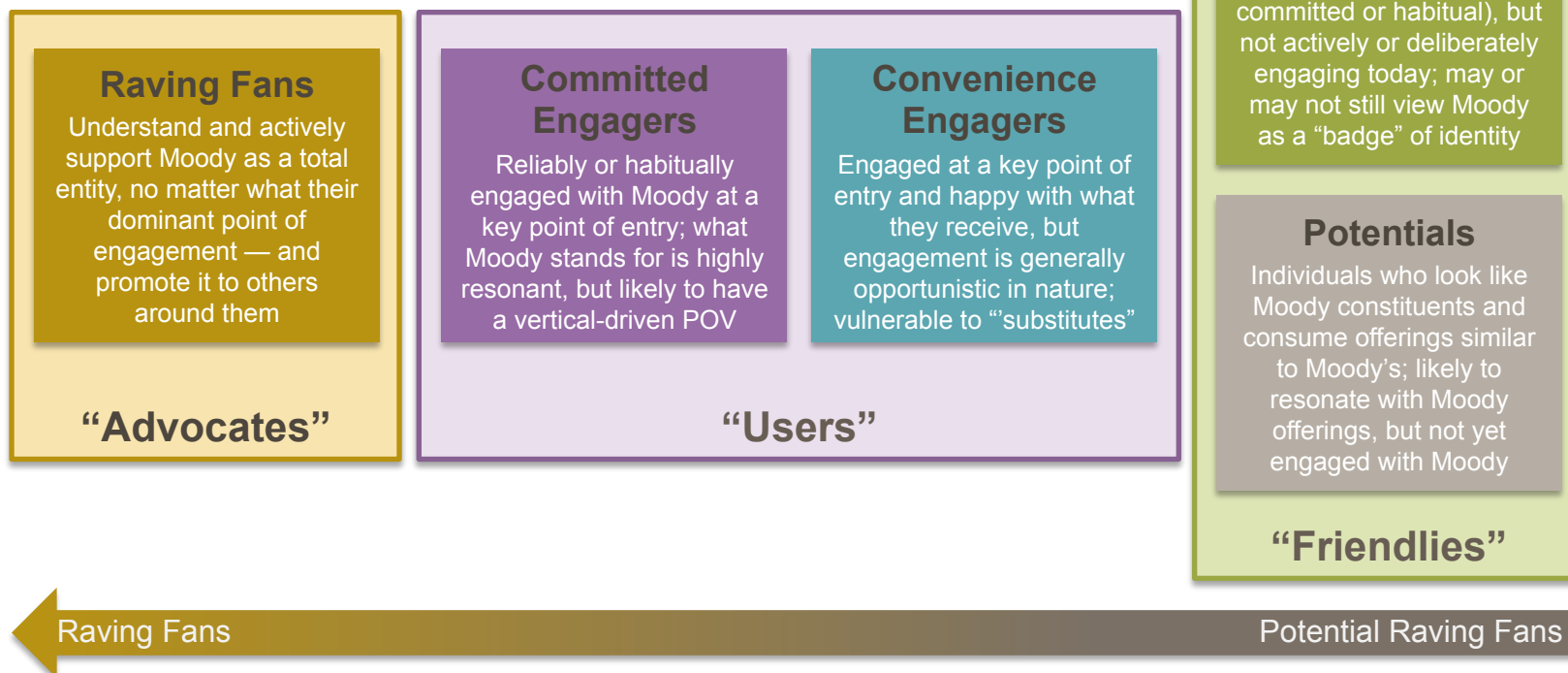
*No matter where a current target constituent may currently reside, all have the potential of being transformed into raving fans.*

# ENGAGEMENT-LEVEL SEGMENTATION



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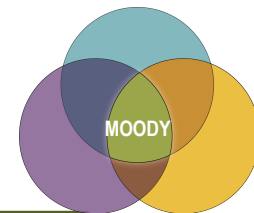
# MOODY BRAND MESSAGING SEGMENTATION MATRIX

Raving Fans				
	Committed Engagers	Convenience Engagers	Distant Lapsed	Potentials
Insiders	Staff			Staff
	Faculty			Faculty
Partners	Individual Donors	Individual Donors	Individual Donors	Individual Donors
		Partner Organizations	Partner Organizations	Partner Organizations
	Former Staff & Retirees	Former Staff & Retirees	Former Staff & Retirees	
	Undergraduate Alumni	Undergraduate Alumni	Undergraduate Alumni	
	Graduate Seminary Alumni	Graduate Seminary Alumni	Graduate Seminary Alumni	
	Distance Learning Alumni	Distance Learning Alumni	Distance Learning Alumni	
		Families of Alumni	Families of Alumni	
Education				Current Students
	Parents & Family	Parents & Family		Parents & Family
	Undergraduate Students			Undergraduate Students
	Graduate Seminary Students	Graduate Seminary Students		Graduate Seminary Students
	Distance Learning Students	Distance Learning Students		Distance Learning Students
	Continuing Education Students	Continuing Education Students	Continuing Education Students	Continuing Education Students
	Conference Attendees	Conference Attendees	Conference Attendees	Conference Attendees
				Moody Alumni "Influencers"
		Partner Individuals/Organizations		Partner Individuals/Organizations
Radio	Heavy/Habitual Station Listeners		Heavy/Habitual Station Listeners	Heavy/Habitual Station Listeners
		Light/Intermittent Station Listeners	Light/Intermittent Station Listeners	Light/Intermittent Station Listeners
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	Internet/Podcast Listeners	Internet/Podcast Listeners		Internet/Podcast Listeners
	Affiliates			Affiliates
		Conference Attendees	Conference Attendees	Conference Attendees
Publishing		Partner Individuals/Organizations		Partner Individuals/Organizations
	"Moody Filter" Readers			"Moody Filter" Readers
		Incidental Readers		Incidental Readers
	Authors	Authors	Authors	Authors
		Booksellers/Distributors	Booksellers/Distributors	Booksellers/Distributors
		Conference Attendees	Conference Attendees	Conference Attendees
		Partner Individuals/Organizations		Partner Individuals/Organizations

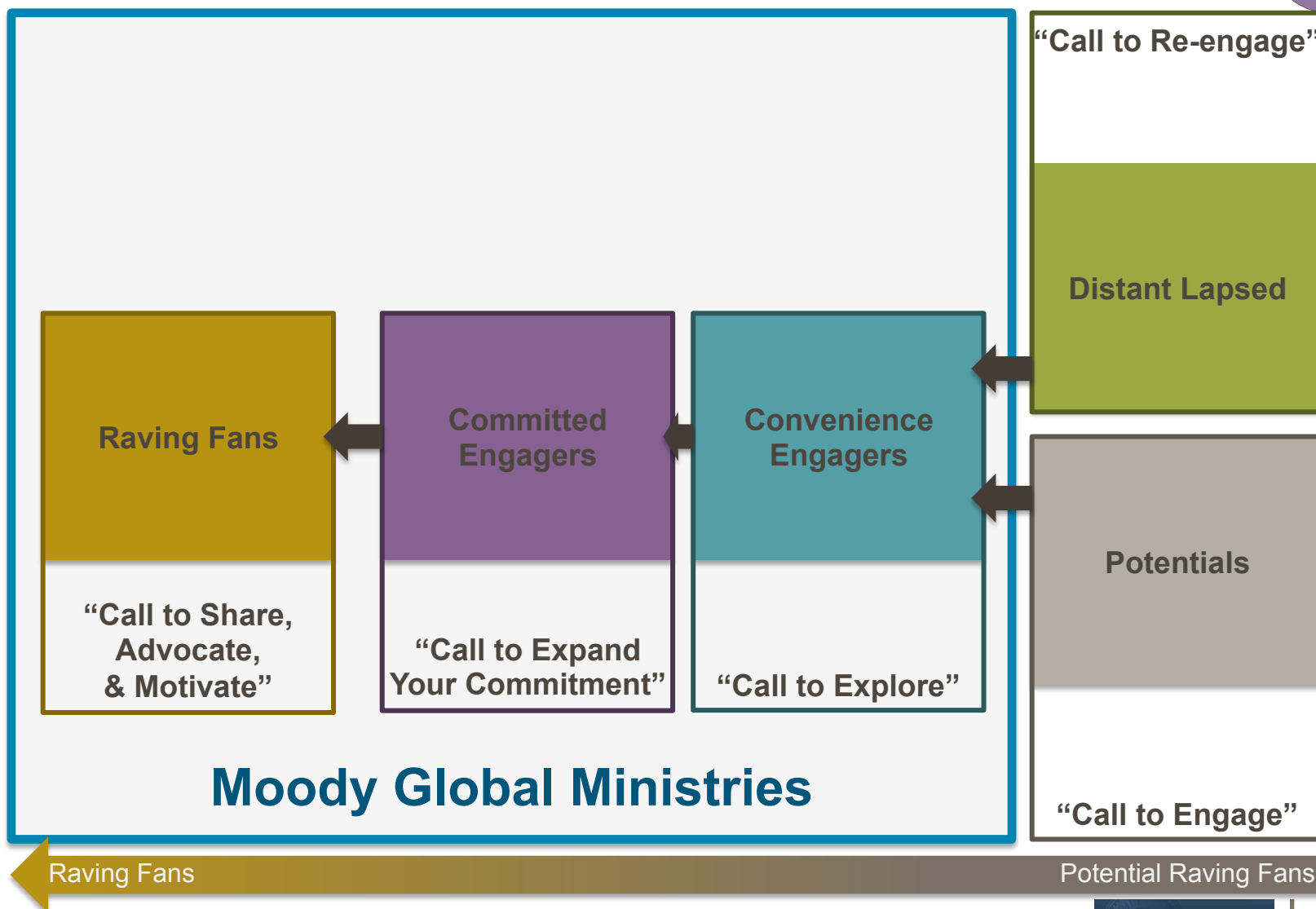
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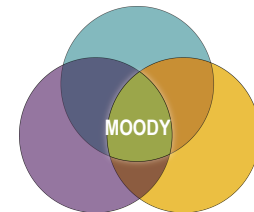
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	Undergraduate Students			Undergraduate Students
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	Conference Attendees	Conference Attendees	Conference Attendees	Conference Attendees
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		Conference Attendees	Conference Attendees	Conference Attendees
		Partner Individuals/Organizations		Partner Individuals/Organizations

# MOODY BRAND MESSAGING: THE CALL TO ENGAGEMENT



What do we want them *to do*?





## “Call to Engage”

### Key Issue(s):

- Don't know who Moody is *OR*
- Have not been previously motivated to engage (choosing like or competitive offerings instead)

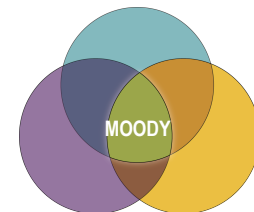
### Brand Messaging Objective(s):

- Communicate Moody's high-level purpose
- Introduce the “toolkit” (Moody's full suite of offerings *at a high level*, and how they work together toward fulfilling the purpose)
- Demonstrate alignment (core values and reasons to believe)
- Inspire engagement at the most resonant point of entry

### Potentials

Individuals who look like Moody constituents and consume offerings similar to Moody's; likely to resonate with Moody offerings, but not yet engaged with Moody

## Moody Global Ministries



## “Call to Re-engage”

### Key Issue(s):

- Know Moody (and probably have good feelings for the organization), but understanding is likely to be siloed or dated
- Need a compelling reason/motivation to re-engage
- Many/most **alumni** are likely to fall in this engagement level

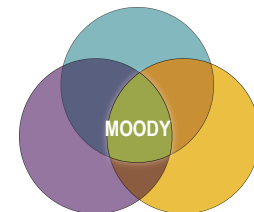
### Brand Messaging Objective(s):

- Communicate Moody’s unifying purpose and strategic direction with relevance and resonance
- Achieve shared relevance (who Moody is today + where they are in life)
- Re-introduce Moody as a self-expressive “badge” and communicate their role as a part of Moody’s global network of influencers
- Inspire a renewed connection, and identify avenues and opportunities for active two-way engagement (meaningful for Moody *and* for constituent)

### Distant Lapsed

Familiar with Moody and engaged in the past (likely committed or habitual), but not actively or deliberately engaging today; may or may not still view Moody as a “badge” of identity

## Moody Global Ministries



## “Call to Explore”

### Key Issue(s):

- Know who Moody is — but are likely to have a narrow, vertical-driven point of view; may not be informed of the “big picture”
- Engage with Moody offerings, but are not necessarily in relationship with the brand
- Need to understand Moody as a whole and have a compelling reason/motivation to move in to a deeper relationship

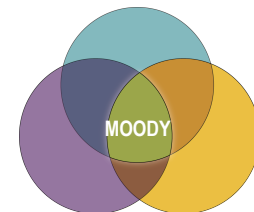
### Brand Messaging Objective(s):

- Communicate Moody’s high-level purpose and full suite of offerings
- Embrace values alignment
- Inspire to more deeply commit in area of engagement *OR* expand into additional areas of engagement at resonant points

### Convenience Engagers

Engaged at a key point of entry and happy with what they receive, but engagement is generally opportunistic in nature; vulnerable to “substitutes”

## Moody Global Ministries



## “Call to Expand Your Commitment”

### Key Issue(s):

- Know Moody well and consider Moody part of their daily lives
- Even if they understand Moody’s full suite of offerings, they may still have a vertical-driven perspective
- Likely to have positive feelings for the organization, but may not (depending on the nature of the relationship)
- **Staff, faculty and students** are likely to be at this engagement level

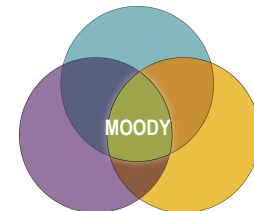
### Committed Engagers

Reliably or habitually engaged with Moody at a key point of entry; what Moody stands for is highly resonant, but likely to have a vertical-driven POV

### Brand Messaging Objective(s):

- Communicate Moody’s unifying purpose and strategic direction
- Embrace “the total Moody”
- Understand their active role as part of Moody’s global network of influencers
- Inspire increased excitement, deeper relationship, and a desire to become positive promoters of Moody to the world at large

## Moody Global Ministries



## “Call to Share, Advocate & Motivate”

### Key Issue(s):

- Inspired advocates of Moody and everything it stands for
- Understand Moody’s unifying purpose and strategic direction — and how its full suite of offerings work in tandem to realize this vision

### Brand Messaging Objective(s):

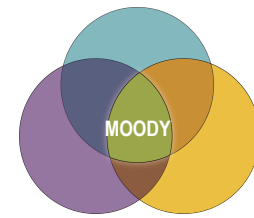
- Communicate their active role as part of Moody’s global network of influencers
- Provide ongoing inspiration, motivation, and opportunities to actively engage and promote Moody (in part or whole, as appropriate)
- Inspire continued excitement and advocacy for Moody and its mission

### Raving Fans

Understand and actively support Moody as a total entity, no matter what their dominant point of engagement — and promote it to others around them

**Moody Global Ministries**

# MOODY'S BRAND PLATFORM



## Richly Equipped in God's Word to Impact the World for Christ

<i>Heritage</i>	<i>Character</i>	<i>Behavior</i>	<i>Value</i>
Practical, Compassionate Pioneer	Wise, Approachable Expertise	Relevant, Effective Collaboration	Knowledge, Clarity, Application

To believers across cultures and generations who desire the next step in spiritual maturity, Moody is the Christian ministry that equips and motivates a cross-cultural, cross-generational worldwide network of influencers who pursue and model (in thought, word and action) deep and consistent understanding and application of the truth of God's Word faithfully in everyday life.

The goal — to **leverage our Moody brand platform in engagement-level messaging** to:

- address each audience's key issues
- fulfill our brand messaging objectives
- inspire the desired action

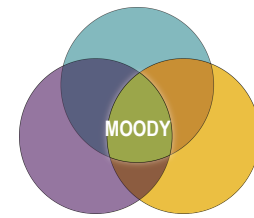
The **authority** of God's Word;  
the **centrality** of the church; the **worth and dignity** of the individual;  
the priority of **servanthood**; living out **integrity**;  
the practice of **evangelism**; the responsibility of **stewardship**

*Across the globe, cultures and generations,  
Moody will equip people with the truth of God's Word  
using new technology in an agile and innovative community.*

On every continent, a multi-generational, multi-cultural and biblically mature body of Christ, educated and influenced by Moody, achieving lasting impact by actively living out God's Word.

## Moody Brand Platform

# MOODY'S BRAND PLATFORM AS STORY



## Richly Equipped in God's Word to Impact the World for Christ

<i>Heritage</i>	<i>Character</i>	<i>Behavior</i>	<i>Value</i>
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As Moody Global Ministries, we are ***Practical, Compassionate Pioneers*** who demonstrate ***Wise, Approachable Expertise*** — and leverage ***Relevant, Effective Collaboration*** in partnerships across the globe — in order to ***Richly Equip*** a multicultural, multi-generational, worldwide network of influencers who pursue and live out the truth of ***God's Word*** in ***Knowledge, Clarity and Application to Impact the World for Christ.***

The ***authority*** of God's Word; the ***centrality*** of the church; the ***worth and dignity*** of the individual; the priority of ***servanthood***; living out ***integrity***; the practice of ***evangelism***; the responsibility of ***stewardship***

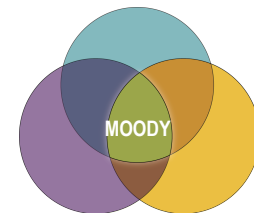
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## Moody Brand Platform

# MOODY BRAND MESSAGING

## “OVERVIEW” MESSAGING FRAMEWORK



### 1. ***For what unifying purpose does Moody Global Ministries exist?***

*Across the globe, Moody Global Ministries equips, influences, and motivates a multi-generational and multicultural body of Christ that desires to take the next step forward in spiritual maturity — and, by doing so, achieves lasting impact by actively living out God's Word.*

### 2. ***How does Moody do it?***

*We are practical, compassionate pioneers who demonstrate wise, approachable expertise — and leverage relevant, effective collaboration in partnerships around the globe. We do so in order to richly equip a multicultural, multi-generational, worldwide network of influencers who pursue and live out the truth of God's Word in knowledge, clarity and application to impact the World for Christ.*

### 3. ***What resources are in Moody's "toolkit" to achieve our goals?***

*Moody Global Ministries guides people in understanding how to put biblical truth into practice in everyday life (in thought, word, and action) via Bible-based higher education and multimedia channels, including radio and publishing.*

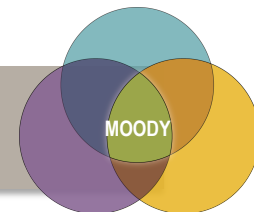
### 4. ***What are the reasons to engage with Moody? What is our commitment to you?***

*No matter where you are in your spiritual walk, Moody commits to coming alongside you to richly equip you in God's Word so you can take the next step in impacting the world for Christ.*

### 5. ***How should you engage — or move into a richer relationship with Moody? [Call-to-Action]***

*Be equipped and inspired to influence and impact the world around you — and fulfill God's calling on your life at every stage of your spiritual journey — by . . . [clear CTA].*

# MOODY BRAND MESSAGING: **ENGAGEMENT-LEVEL NEED**



**Potentials:** Individuals who look like Moody constituents and consume offerings similar to Moody's; likely to resonate with Moody offerings, but not yet engaged with Moody.

**Key Issue(s):** Don't know who Moody is OR have not been previously motivated to engage (choosing like or competitive offerings instead)

Insiders

Partners

Education

Radio

Publishing

**Brand Messaging Objective**

**Communicate Moody's purpose with relevance and resonance**

**Introduce Moody's "toolkit" (the suite of offerings)**

**Demonstrate core values alignment and reasons to believe**

**Inspire engagement at the most resonant point of entry**

**Key Message**

Moody is dedicated to equipping and motivating people of all ages and cultures who desire to take the next step forward in their walk with Christ. We guide you in understanding how to put biblical truth into practice — so you're both equipped and inspired to positively influence others and impact the world for Christ.

Moody is a multi-faceted education and media ministry of global reach and influence. Moody Bible Institute is a world-renowned leader in Bible-based higher education, while Moody Radio and Moody Publishers offer accessible and engaging content across multiple platforms rich with biblical insight and inspiration.

Moody has come alongside people from all walks of life, guiding them to deeper understanding of the Word for more than 125 years. We serve you with compassionate hearts, practical, applicable knowledge, and guiding wisdom — so you know how to live out God's Word consistently, no matter where life takes you.

**Education:**  
Do you, or someone you love, feel called to prepare for ministry, either close to home or around the globe? Explore Moody's full range of Bible-based undergraduate and graduate education programs.

**Radio:**  
Listen to Moody Radio for fresh, engaging voices offering clear guiding wisdom, daily inspiration, and warm conversation for living out God's Word faithfully and joyfully in everyday life.

**Call to Action: "CALL TO ENGAGE"**

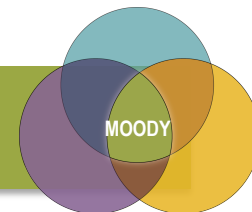
Let Moody help you deepen your understanding of the Word and how to apply it in your life — so you can be a light in the world around you.

We invite you to take a look at how Moody's resources can help you grow in your own walk.

Pursue genuine clarity in God's Word with Moody. Discover how to live out His truth in all you say and do so you can fulfill God's unique calling on your life.

**Publishing:**  
Explore Moody's range of books, and other resources for real-life wisdom and heartfelt inspiration to live out God's Word faithfully and joyfully in everyday life.

# MOODY BRAND MESSAGING: ENGAGEMENT-LEVEL NEED



**Distant Lapsed:** Familiar with Moody and engaged in the past (likely committed or habitual), but not actively or deliberately engaging today; may or may not still view Moody as a “badge” of identity.

**Key Issue(s):** Know Moody (and probably have good feelings about the organization), but understanding is likely to be siloed or dated; need a compelling reason/motivation to re-engage (*most alumni will fall into this category*).

Insiders

Partners

Education

Radio

Publishing

**Brand  
Messaging  
Objective**

Communicate Moody's  
unifying purpose with  
relevance and resonance

Achieve shared relevance  
(who Moody is today +  
where they are in life)

Communicate their role as  
part of Moody's global  
network of influencers

Inspire renewed connection  
and active engagement

**Key  
Message**

Moody's passion and expertise is equipping and motivating people of all ages and cultures to take the next step in their walk with Christ. We guide you in putting biblical truth into practice — so you're equipped and inspired to positively influence others and impact the world for Christ.

Moody is the global leader in Christian higher education, media, and biblically sound content. We provide fresh new ways to guide people from all walks of life and around the globe to deeper understanding of the Word.

Moody's ability to reach across the globe, cultures, and generations is directly tied to the involvement, influence, and reach of our alumni and partners like you — all members of Moody's global network of influencers achieving lasting impact around the world by actively living out God's Word.

We believe that understanding and sharing God's Word is a lifelong journey. Moody is committed to coming alongside you in your walk with Christ. Wherever God's calling has taken you, Moody is here to serve you as you serve others. Together, we can impact and enrich lives around the globe by actively living out God's Word.

**Call to  
Action:  
“CALL TO  
RE-  
ENGAGE”**

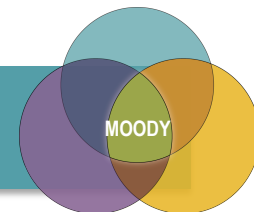
Rediscover how the heart and vision of D.L. Moody continues to be lived out faithfully today, achieving lasting impact in lives across the globe.

Reconnect with Moody to learn how we can encourage you in your spiritual journey with practical tools to help you grow, serve others, and inspire those you encounter.

Re-engage with Moody to partner in impacting the world for Christ.

Moody's trusted radio content and multimedia resources are available anytime, anywhere around the world to help you on your journey. Wherever life takes you, Moody will be there. *[Leverage education, radio, publishing messages — see previous slide]*

# MOODY BRAND MESSAGING: THE CALL TO ENGAGEMENT



**Convenience Engagers:** Engaged at a primary point of entry and happy with what they receive, but engagement is generally opportunistic in nature; vulnerable to “substitutes.”

**Key Issue(s):** Know Moody (or a Moody product or offering), but the engagement may be perceived as a “commodity” (Christian radio, resources, etc.); need to understand the full purpose, breadth, and value of engaging.

Insiders

Partners

Education

Radio  
Publishing

**Brand Messaging Objective**

Communicate the full breadth of what Moody offers – the big picture

Understand the mission of the organization and values alignment

Expand the limits of current engagement

Motivate multi-faceted engagement and deeper commitment to Moody

**Key Message**

Moody is a multi-faceted education and media ministry of global reach and influence. It includes Moody Bible Institute, the leader in Bible-based higher and distance education. Moody Radio and Moody Publishers offer accessible and engaging content rich with biblical insight and inspiration, delivered through a variety of media platforms.

Moody’s fundamental mission is to equip and motivate people around the world to grow in spiritual maturity, no matter where they are in their walk with Christ — so they can actively live out God’s Word and help others do the same.

Moody continues to come alongside people from all walks of life, guiding them to deeper understanding of the Word and how to live it out in all facets of life. No matter how you engage with us now, there is more to discover.

**Education:**

Do you, or someone you love, feel called to prepare for ministry, either close to home or around the globe? Explore Moody’s full range of Bible-based undergraduate, graduate, and distance education programs.

**Radio:**

Discover Moody Radio to hear fresh, engaging voices offering warm conversation, daily inspiration and clear, guiding wisdom for living out God’s Word.

**Publishing:**

Explore Moody’s exciting range of books, and other resources for real-life wisdom and heartfelt inspiration for living out God’s Word in everyday life.

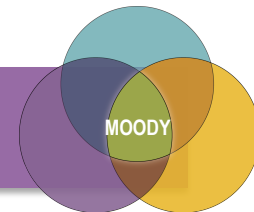
**Call to Action: “CALL TO EXPLORE”**

Let us help you deepen your understanding of the Word by experiencing all that Moody has to offer— so your light can shine even more brightly in the world around you.

Let Moody help you to deepen your understanding of God’s Word — and how to apply it in thought word, and action — as you pursue God’s unique calling on your life.

Explore all of Moody’s resources to enrich your understanding of God’s Word, strengthen your ability to actively live it out in all that you do, and increase your impact on the world around you.

# MOODY BRAND MESSAGING: THE CALL TO ENGAGEMENT



**Committed Engagers:** Reliably or habitually engaged with Moody at a key point of entry; what Moody stands for is highly resonant, but likely to have a vertical-driven POV.

**Key Issue(s):** Know Moody well through regular (perhaps daily) interaction and positive association, but likely a vertical-driven perspective; need to understand the value of the complete organization to become a fully engaged, active promoter.

Insiders

Partners

Education

Radio

Publishing

**Brand  
Messaging  
Objective**

**Communicate Moody's  
unifying purpose —  
the big picture**

**Encourage embrace of  
“the total Moody”**

**Empower them as active  
participants in the global  
network of influencers**

**Inspire increased excitement,  
deeper relationship, and  
create positive promoters**

**Key  
Message**

As a multi-faceted education and media ministry of global reach and influence, Moody's passion and expertise is equipping and motivating people at all stages of spiritual maturity who wish to take the next step forward. We guide them in putting biblical truth into practice in all aspects of life so they can influence others and impact the world for Christ.

As the global leader in Christian education, media, and biblically sound content, Moody continues to guide people to deeper understanding of the Word. We offer a constantly growing range of engaging and accessible resources designed to strengthen understanding of biblical truth and how to apply it in all aspects of life.

Moody equips its global network of influencers like you with the tools to live boldly in God's Word. Be uniquely equipped to actively live out God's Word and to encourage those around you in a way that achieves lasting impact.

We believe that genuinely understanding and sharing God's Word is a lifelong journey. Continue to strengthen your walk— and the Body of Christ — by joining Moody in its mission to grow a worldwide network of influencers rich in spiritual maturity and the ability to live out biblical truth in all they do.

Share what God is teaching you, and let people know that they too can find insightful, practical guidance in how to understand and actively live out biblical truth from Moody.  
*[Promote education, radio, publishing messages — see next slide]*

Together, we can achieve lasting global impact in the name of Christ.

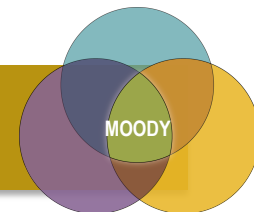
**Call to  
Action:  
“CALL TO  
EXPAND  
YOUR  
COMMIT-  
MENT”**

Discover the driving purpose of Moody in all its forms to develop, encourage, and influence a biblically mature body of Christ worldwide — and recognize how your own engagement makes you a partner in that mission.

Go beyond your current engagement with Moody. Engage our full range of resources to strengthen your understanding of biblical truth — and how to actively live it out in all you do as you pursue God's unique calling on your life.

Let Moody help you realize God's plan to use you as a light and an influence on those around you — and partner with Moody to impact the world for Christ.

# MOODY BRAND MESSAGING: THE CALL TO ENGAGEMENT



**Raving Fans:** Understand and actively support Moody as a total entity, no matter what their dominant point of engagement — and promote it to others around them

**Key Issue(s):** Create inspired and informed advocates of Moody, what it stands for, and how its full suite of offerings work in tandem to realize the vision.

Insiders

Partners

Education

Radio

Publishing

## Brand Messaging Objective

Communicate their active role as part of Moody's global influencer network

Showcase the impact possibilities of influencers like them

Provide motivation and hands-on opportunities to use and promote Moody

Heighten excitement and desire to promote Moody and its mission at large

## Key Message

Thanks to invested partners like you, Moody's global network of influencers is stronger and living more boldly in the Word than ever before. With your continued passion and commitment to actively living out God's Word in all you do, you are an essential link in the chain of impact that Moody is educating, influencing, and growing around the world for Christ.

Lives are transformed every day as a result of Moody's partnership with people just like you — people across generations, cultures, and the world who are living proof of the power of God's Word to change lives and redeem hearts for His purpose.

We believe that genuinely understanding and sharing God's Word is a lifelong journey. Moody provides daily opportunities for inspiration and encouragement for your spiritual walk through our constantly growing family of resources. We make it easy for you to share the inspiration, messages, and resources that impact you with others.

**Promote Moody's Mission:**  
Join Moody in our mission to educate, influence, and grow a multi-generational, multicultural, biblically mature body of Christ on every continent around the world, achieving lasting impact by actively living out God's Word in all they say and do.

**Promote Education:**  
Share Moody's relevant Bible-based undergraduate, graduate, and distance education offerings with those who feel called to serve Christ.

## Call to Action: "CALL TO SHARE, ADVOCATE & MOTIVATE"

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Grow your influence on the world around you by continuing to actively live out God's Word to develop, encourage, and influence others for Christ. Thank you for your partnership in bringing our global mission to life!

Expand your influence by utilizing all that Moody has to offer you and those in your network to impact the world for Christ.

As you pursue God's unique calling on your life, use Moody's resources to help you educate, motivate, and challenge those in your sphere of influence to actively live out God's Word in everyday life.

**Promote Radio & Publishing:**  
Share the trusted voices and multimedia content of Moody Radio and Moody Publishers with those looking for guiding wisdom in living out God's Word faithfully and joyfully in everyday life.

