



# Case Study

PLUNGE: BECKET LAW

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Restore God's Brand Campaign



### MILLENNIALS AND GOD

Becket commissioned a research group to study how U.S. millennials think about God and religion. Based on those findings, Becket wanted to launch an effort that improved how young Americans think about religious belief. They hired Yellow Line to create and run the Restore God's Brand Campaign.

Anchoring the campaign in three messages, they wanted to reach half a million Americans to re-establish support for the benefits which religion and a unitive belief in God have brought our country.

### UNDERSTANDING THE AUDIENCE

The research segmented the audience into four distinct groups: Progressive Ideologues, Secularists, Religious Believers, and Religion Protectors. Not surprisingly, the data made clear that millennials and young people are becoming increasingly secularist, and ambivalent (or even hostile) toward organized religion. For example, most young Americans were against keeping, "Under God" in the pledge of allegiance.

Since Becket's mission is "Religious Freedom for All", they wanted to share how religious freedom benefits society in order to protect this right for generations to come.

### INFLUENCING A WORLDVIEW

With a diverse audience to influence, we created multiple messages to appeal to different demographics. "In the Steps of Giants", was crafted to appeal to older demographics that have an inherent respect for the great leaders of the past like the Founding Fathers. The research showed that millennials ages 18-25 have a very strong reaction to the idea that rights are from a source higher than the government. So our second message, "A Force for Good", shared how religious belief protects an appeal to the source of our rights. The youngest demographic, 13-25 year olds, were served our final message, "Don't Censor Him". This message made it clear that government shouldn't censor religion.

The keystone creative piece of the campaign was a dynamic video that combined all three messages through the authentic stories of real people. Each of the true stories in the video typified a person from our core audience segments: Ideologues, Secularists, Believers, and Protectors. This strategy allowed us to produce one video to reach each of our audiences in a way that would be meaningful to them. See the video [HERE](#).



### CHANNELS



Using psychographic targeting based on the research, we created targeting profiles for each of the four audiences individually. By creating separate channels and targeting profiles with each audience, we were able to see which audience responded best.

**For instance, Secularists' were 77% as likely as 'Believers' to watch the video to its end. This data helped us to target our media to the most relevant audiences.**

## Results



- ✓ **REACHED: 1.03 Million**
- ✓ **ENGAGED: 55,946**
- ✓ **VIDEO VIEWS: 331,000**

### BRAND RESTORED

We out-performed on every metric of the campaign. The client's goal was to reach 500,000 people. We more than doubled that goal by reaching 1.03 million. Of equal importance, we garnered incredible engagement with the posts and video, generating thought and conversation on the topic.