

## THE ULTIMATE RESULTS

- Engaged over 750,000 people
- 42 mega-church events
- Over one million copies of the Bible sold



## PRODUCT DESCRIPTION

**The Word of Promise Audio Bible:** Featuring a star-studded cast of over 600 actors, original music score, and incredible feature film quality sound effects. Experience the Scriptures like you've never experienced them before brought to life and dramatized in a way that will fully immerse you in the experience and leave you wanting more.



## THE GOAL

To reach as many individuals with a fully produced audio Bible and help them experience the Bible like never before.

## OUR APPROACH

Crafted messaging and built presentations communicating the opportunity for churches to “host” an evangelistic event built around an interactive conversation with actor Jim Caviezel during weekend celebration services. Direct to consumer website, television and national radio exposure driving sales of audio Bible in all markets.