

Subject: Re: Rebranded Promotional Videos - Lutheran ME
From: Craig Leinicke (craigl@leinickegroup.com)
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Good Afternoon Sue, Steve, Ed, Emily, David and Jean,

Thanks for sending us the link to the Methodist videos. Connie and I have spent some time reviewing these videos and compiled a detailed list of our initial impressions. Below is our feedback. Since we create videos as part of our daily work, we are providing you with our best professional marketers' review of these videos.

The videos on the whole do offer a taste of the benefits of the WWME experience. Following are our comments on each video as well as General Comments about the series as a whole regarding ***how the elements will appear to not yet encountered couples, both young and old***, which is where our focus as marketers always must be.

McMunns Promo

- McMunns do a great job and offer a professional "face" for WWME. Their script provides the benefits of the experience and is delivered professionally.
- The pink background at the beginning and end is totally different than our branding on GLM (*this causes a thought disconnect when going to the GLM website after seeing this video's branding*). Pink also is often too "girly" for husbands to be able to relate. We chose blue and green back in 2012 for LME's branding to provide a "fresh" yet earthy and grounded design that appeals to both genders.
- Other than the McMunns, it is not clear who the presenters being shown in the video are or what their purpose is. Not a dynamic or interesting intro to them either. (*Why are these people sitting there and talking?*)
- Crumpled notebook paper on which the presenter names are listed appears to be an odd choice for this video.
- There is an abrupt transition from the McMunns statement "the sessions are presented in 7 sessions and couples can practice their new skills. . . ." The video then goes immediately to the call to action. A better transition is needed here.
- Call to action at the end is confusing to the unencountered couple – are they being asked to purchase the 7 DVDs mentioned?

Finding an upcoming event – as the video suggests – at GLM also has no connection to the 7 DVDs mentioned. There also is currently no mention of 3REs on our existing website. In fact, as LME's media & publicity couple, we have no knowledge of when a 3RE experience is planned for LME. Will this be happening soon? So basically we think the messaging and call to action can confuse the viewer.

How's Your Marriage Doing We would edit this one to place more emphasis on the positive. As marketers, you must show them what they want and make them say "I want what they've got!" because they already know what they have. See also General Comments.

Mission Possible Trailer This one has a cute premise and could be edited to work for current GLM use. Basically we would remove a bit of the images and messaging that don't quite work with the theme and add our branding. See also General Comments.

Mission Possible Too much reading for the viewer. Too much of the WWME logo flying around. As marketing professionals, we do not recommend that brand logos should ever fly around and/or be changed (e.g., changed to a different color or stretched or different type fonts used) in any way. See also General Comments.

Happily Ever Very "white bread" – appears to be for white couples only. Is that who/how we want to be? See also General Comments.

Whiteboard Again very "white bread". The X over the husband is very negative messaging. Messaging also seems to peter out as video gets to "Rekindle the Romance." And the 3 candles do not support "zest and vitality" messaging. Incorrect WWME logo/branding used. See also General Comments.

Textography Too "pink" for our branding. What does "a little support" mean? Unclear that ME is the answer to that. Use of 3REs messaging is insider's jargon unknown to the not yet encountered couple and thus confusing.

GENERAL COMMENTS:

The Leinickes have been "schooled" a little late in the game with what 3RE actually stands for in WWME. These videos make it appear that LME must be completely rebranded to match what the 3RE Methodist and WWME branding should be. If that is the case, LME's current brochures, banners, and all website assets must be changed to "fit" the WWME and Methodist 3RE messaging/branding in these videos. (Both the WWME and Methodist websites have a dark blue blocky color design and "traditional" messaging and imaging.)

Example: the 3REs mentioned in the videos we now know mean Rekindle, Restore, Renew. However, since 2012 the LME "3REs" to market to not yet encountered couples have been and still are Refresh, Re-Energize, Reconnect. Therefore, there is a disconnect between these videos and all of LME's current branding (how soon does the 3RE program begin for LME?).

The Methodists are using the candles and multiple styles of WWME logos. We understand that many WWME "alumni" love the candles. We do too, in fact. But they do not connect with not yet encountered today's world couples. Candles are "behind the scenes" knowledge only of alumni, and even "3RE" is jargon used only by WWME alumni too. It doesn't connect with the not yet encountered, thus has no value to them.

- Using the Comic Sans font above and below each video does not fit our branding. Comic Sans, although a "fun" font, does not inspire confidence in our organization's "perceived value" nor does it convey the correct "message" about the WWME experience. WWME alumni feel the fun, but not yet encountered couples do not know that, so the "fun" in Comic Sans is interpreted as our program being flippant or not to be taken seriously. It also is not a fast or easy read. Thus we never use it for GLM/LME branding.
- Using "www" in front of GodLovesMarriage.org is no longer necessary in today's world. Everyone knows that ".org" ".com" ".net" mean it is a website, and on today's devices (computers, tablets, phones) the www does not need to be typed in to connect to a website.
- For quick domain name recognition, Godlovesmarriage.org should be GodLovesMarriage.org throughout all videos in every place it appears.
- Branding at the beginning and end of the videos does not match our current branding, which we are now easily identified. Thus watching the video and then clicking to our existing or new website can cause a disconnect in the minds of not yet encountered couples (*aren't these the same people? this doesn't look the same!*).
- We do not see these currently being used on the Methodist website. How are they using them?

All the above being said, use of these videos, as is, may have some serious consequences for the branding of LME/GLM. We recommend that our National Execs give serious thought to allowing these to be distributed for use by areas and districts.

If we could receive native files of the How Is Your Marriage Doing and Mission Possible Trailer videos, we could edit those for use in our program. But we would need the native files. Not downloaded files from Vimeo.

Thanks again for allowing us to review these. Of course, it is your decision regarding what to do with them.

Craig & Connie Leinicke

A final thought,

We do not wish to appear as obstructionists here.

If these videos are used extensively "as is" and viewed by numerous congregations... it could have a positive effect on the number of total visitors to our GodLovesMarriage website.

The collateral damage would be to the GodLovesMarriage branding as it does not match the look and feel of the Methodist videos and the user may be confused by the different look.