THE CHURCH IS CALLED TO SHAPE THE CULTURE.

We're a media company helping to make that happen BRANDING | CONTENT | PR

CHURCH Culture

www.churchcultureinc.com | A RED BRAND



WHAT IS CHURCH CULTURE?

Church Culture is a church media company under RED - Africa's leading omni-media company focused on youth. We deploy culturally effective strategies to attract disciples to the church while deepening its core message of salvation to all people.

When we say 'the church', we mean not just the physical space for fellowship, but also ministries that are driven by the mandate of the Christian faith.

At RED, we believe there are three powerful ways of shaping and re-engineering nations and society in this age – education, governance and faith (Matthew 28:19). We have always seen faith and governance as the two within our purview, and our model is to influence the culture using the media – creating viral experiences that modify behavior, role model ideals and affect outcomes.

The church is a deeply important institution for saving souls and spreading joy - hearts filled with joy are best able to build themselves, build their communities and build their nations in a way that benefits everyone and not just the individual.

Our purpose is to re-focus this institution on its primary mission, and re-introduce society to the God it preaches.

Church Culture is divided into two arms: Content (Online, TV & Radio) and Communication - through which we offer services that amplify the work and message of the church.





OUR SERVICES



MEDIA STRATEGY



PROJECT/PROGRAMME MANAGEMENT



SOCIAL MEDIA AND DIGITAL MARKETING



WEB DESIGN AND MANAGEMENT



BRAND BUILDING AND MANAGEMENT



ADVERTISING

(DEPLOYED THROUGH OUR SISTER COMPANY, ASHWELL & WHITE)



PUBLIC RELATIONS



CRISIS

COMMUNICATION



BRAND IDENTITY AND BUILDING FOR CHURCH LEADERSHIP



CONTENT CONSULTANCY





HOW WE WORK

We typically start our work by asking - and answering these questions:

- Who is your church's target audience?
- What is your church's message?
- How does that message connect with the cultural priorities of the moment?
- What are the platforms and outreaches through which the church deploys this message
- How do we execute your church's message?
- What are the most effective media platforms and tools to drive this message





CASE STUDIES





Arise Women Conference (THE REDEEMED CHRISTIAN CHURCH OF GOD)

The ARISE Women Conference is an annual conference of the Redeemed Christian Church of God's 'City of David' parish.

We have worked with editions of the event to achieve 360-degree media presence across the country, with a focus on women deploying expanding their capacity and maximising their influence.

The campaign focused on the tripods of print media, including front cover exposures, earned social mentions and television





ONE NATION NO SHAKING CAMPAIGN (THIS PRESENT HOUSE)

This project focuses on the church's influence on the culture and national transformation – selling hope, amplifying purpose and building a network of role models focused on country.

Beyond the crafting of the strategic purpose and the building of a frame of understanding with audiences, we engaged and managed influencers to amplify the mandate across media, and crystallised this with a multimedia campaign earning mentions across 360 media.

This campaign achieved a reach of over a million people.







Tim Godfrey's invite to Freedom Rally

3.201 views • 5 months ago

Timi Dakolo's invite to Freedom Rally

6,944 views . 5 months ago





Joke Silva's invite to Freedom Rally

3,249 views • 5 months ago

Waje's invite to Freedom Rally 2,770 views • 5 months ago





Healing Stripes (THE REDEEMED CHRISTIAN CHURCH OF GOD)

For the launch of the Healing Stripes Hospital by the Redeemed Christian Church of God's 'City of David' parish, we managed a series of activities beginning from the official opening of the historic intervention.

We extended its impact through visibility and implication across print media, social media and electronic platforms, achieving top of mind awareness for stakeholders that are crucial to its social justice mission.

Healing Stripes is the church in its purest form – healing the sick and bringing comfort to those in need.







INSPAYA

For the grand launch of Inspaya, a TV documentary show, we amplified the brand message and engaged with the audience on print, online, and social media platforms.

We combined strategy development with execution, working across print, electronic and online media platforms to build the brand, connect with audiences and advance the mission in the mainstream.

The engagement began at launch and continued through project life-cyle.





CONTENT

Television

Church Culture is keenly invested in building electronic media platforms that pierce through the culture as effective vehicles for the messages of the Christian faith – headlined by our television product, 'My God Experience'.

This product is the highlight of a series of brands that address the imperatives and realities of being a Christian, and the Christian mission for a contemporary age targeted at a mainstream audience in a time of personal identity crises and an absence of joy.

Online

'The Church Blog' on YNaija.com has become the nation's leading go-to online platform focused on the values, activities and imperatives of the church in Nigeria, highlighting everything from major programmes and events, through gospel music, to other cultural products.

This content includes wall-to-wall coverage of church conferences, crusades and concerts - bringing context and mainstream sensibility to the messages and activities.

Combining web and mobile interactivity with social currency, The Church Blog captures the vibe, spirit and essence of the church and Christians today, reflecting positively on the body of Christ and galvanising its members to think, to act and to grow.

Content Consultancy

In a time when content is king, and institutions are understanding the keen need to own platforms that communicate their messages across media tools, we are excited to help churches and their ministries build their own platforms and their own content.

Across television, radio and online, we partner through the process of conceptualizing, streamlining, creating, producing, deploying and distributing content, as well as owning platforms that amplify their unique messages.





CONNECTING BRANDS

The church in many parts of the continent continues to boast of the largest gatherings of people at any point in time.

There are many brands that share the same values that drive many Christian institutions, and understand the importance of supporting, extending and deepening the impact of their messages.

For these brands who want to align with church audiences across the continent, we are able to draw lines of connection that help to strengthen the messages of love, joy and social justice, mainstreaming impact and building networks of value.

If the church is one of the most crucial organs for rebuilding society - then it is important for institutions and organisations aligned to its value to partner with it in effective, sustainable ways.

We are here to help and guide you as you reach this crucial audience with sensitivity, wisdom and impact.





SHAPING CULTURE

The global movement for the church today, and its contemporary preoccupation across Africa, is how the church can effectively engage with and influence the culture (Matthew 5:13 - 16, 1 Peter 2:12).

How can its values - of love, joy and social justice - define the way the world works, the advancement of society, and the growth of people, not through power, but through loving service?

Many churches have taken up this mandate, and we are passionate about working with them to engage with mass audiences, elite groups and crucial institutions, and thus change or renew the culture.

These are massive influence projects undertaken with transformational thinkers focused on a long-term, dedicated strategy.







Adebola Williams

Recently selected for the Mandela Washington Fellowship, Adebola is co-founder of RED (www.redafrica.xyz), which is home to several well-known brands including The Future Awards Africa, YNaija.com, amongst others. RED's impressive client list includes the British Council, Nigeria LNG, Union Bank, Facebook, Uber and Intel.

Under the RED network, he is chief executive officer of the communication division which includes the PR & Empowerment Marketing company, Red Media Africa; nation-building company, StateCraft Inc and church media company, Church Culture.

Adebola co-founded EnoughisEnough (EiE), one of Nigeria's foremost civic participation group and premium voice for young people on politics. He was Chairman of the Board until resigning to take the lead on the communication and rebranding for the current Nigerian president, Muhammadu Buhari. He led the team that reshaped the national discourse, and optimise media

engagement that helped change longstanding perceptions and ushered in a new president. He has recently done the same in Ghana helping the opposition candidate win the presidency on his third attempt.

Active within the faith community in and out of Nigeria, he has been keynote speaker at strategic platforms across mainstream ministries including This Present House, Guiding Light Assembly and parishes of the Redeemed Christian Church of God.

He has also been keynote speaker and panelist in conferences at Harvard, Oxford and Columbia, and has studied at the London School of Journalism, the London School of Marketing and the Pan African University.





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The church is primarily in the business of media – creating platforms that share the message of salvation to change lives. Our work amplifies this crucial assignment."

CONTACT US

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