

Branding BRIEF

DUE BY 1.24.20

OPEN BIDS

CONTRACTORS: Submit your bid to
truthandliesunscripted@gmail.com

PODCAST PLATFORM

Who we are Replacing the LIES Christians believe with God's TRUTH. What we do

THE WHY

People need the TLU Podcast right now—in 2020—because a false narrative is spewing lies and strangling the faith of Christians around the world. Rather than walking with God in confident faith, these believers have been deceived by the Enemy's pack of lies.

THE WHAT

TLU is an unscripted and conversational podcast that unmasks the lies that asphyxiate a Christian's spiritual confidence in order to replace them with God's truth about their identity in Jesus.

THE WHO

TLU is for anyone living with less than 100% certainty of God's unconditional love for them and his promise to never leave their side.

TARGET AUDIENCE

- ☐ Adult 25-54
- ☐ Christian/Believer
- ☐ Worldwide
- ☐ Seeking to activate their faith and become more spiritually mature.
- ☐ Busy/Stressed and bombarded with myriad media choices.
- ☐ Living in a negative, corrosive, and consumptive culture fueled by a social media machine.



BEHAVIORAL PERSONA

- ☐ Billy Graham
- ☐ Chris Tomlin
- ☐ Christian Music
- ☐ Franklin Graham
- ☐ Hillsong United
- ☐ Joel Osteen
- ☐ M W. Smith
- ☐ Rick Warren
- ☐ Beth Moore
- ☐ Lauren Daigle



CONTENT

CO-HOSTED FORMAT
EPISODES IN "SEASONS"
EPISODES 15 minutes +/-



Jonathan Stagno



Mark Affleck

EPISODE EXAMPLES

1. I'm Not Good Enough For God's Love.
2. God Seems To Bless Others But Not Me.
3. God Let's Bad Things Happen In My Life To Punish Me.
4. God Is Still Angry With Me For The Bad Things I Have Done.
5. Failed Earthly Relationships Means A Failed Heavenly One.

DOWNLOAD
TLU-Trailer-MP3 to
hear an overview
of Truth & Lies
Unscripted.

TLU-Trailer.mp3



LOVE GOD
FEAR NOTHING

Love God Fear Nothing is a partner ministry with TLU. The podcast will utilize LGFN's online platform of over 500,000 followers for exposure, especially during the first six-month launch phase.

SOCIAL MEDIA



Digital Platforms



POSITIONING

PERSONALITY

Professional but casual. Friendly and humorous over a bed of seriousness. Conversational. Credible. Authentic.

VALUE PROPOSITION

We will help you replace the lies you are believing with God's truths.

REASON-TO-BELIEVE

Both hosts are long-time Christians-- Mark 40+ years; Jonathan 20+ years.

DESIRED RESPONSE

Access; Listen to TLU; Subscribe.

DESIGN SPECS

Cover art should be 1400 x 1400 pixels, in JPG or PNG form, and under 500kb in size.

DESIGN

SHAPE

Square

IMAGE/PIC

Picture of Lighthouse
(TLU owns all rights)

COLORS

Compatible to Lighthouse

LOOK/FEEL

Elegant but Professional.
Warm and Approachable.
Credible and Authentic.

MANDATORY

WORDS

- ☐ Truth & Lies: Unscripted
- ☐ Podcast
- ☐ Mark Affleck & Jonathan Stagno
- ☐ Replacing the LIES Christians believe with God's TRUTH

IMAGE: Lighthouse image

OPTIONAL

- ☐ Mic/Podcast Icon
- ☐ MA & JS Head-shots
- ☐ Christian Cross

DELIVERABLES

- ☐ Brand ID/Logo
- ☐ Website/Landing Pg
- ☐ Show Graphic
- ☐ Color Board

DEADLINE

☐ 1.24.20

BUDGET

☐ \$ TBD

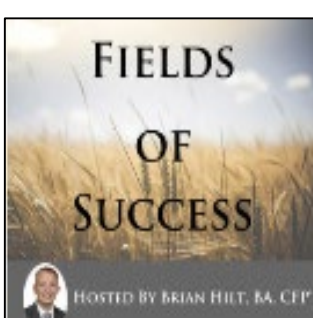
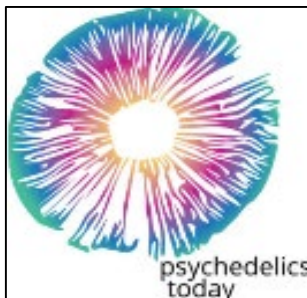


PODCAST IMAGE REVIEW

TLU Co-hosts Jonathan Stagno and Mark Affleck selected the PODCAST IMAGES below from a large group of cross-sectional examples to represent the look and feel they desire for TLU's PODCAST IMAGE.



Selected by BOTH JS and MA



Truth & Lies Unscripted

Our Lighthouse

The TLU LIGHTHOUSE is a symbol of the Christian faith. It represents the fight believers are in to replace the Enemy's LIES with God's TRUTHS.



The LIGHTHOUSE

A strong and sturdy beacon that knifes through the shrouded night sky to keep travelers from crashing into the shore's menacing and violent edge. No matter what conditions are present, it is always visible. Christ is our LIGHTHOUSE.

The BRIDGE

The bridge is our FAITH WALK with God. Though weathered and rickety, it keeps us safe from would-be saboteurs on our journey to God's Lighthouse.

The OCEAN

The mighty ocean represents God's power, grace, and unending mercy. Each wave is a reminder of his promise to keep showing up in a believer's life, over and over, no matter what.

The SKY

The night sky represents the deep majesty of God's creation. It is symbolic of his unlimited wisdom, omnipotence, and eternal promise.



Jonathan
Stagno



Mark
Affleck