



The Lakewood Church “*Discover the Champion In You*” Campaign *How Was it Done?*

Since we created the “**Discover The Champion in You**” commercial campaign a few months ago for Lakewood Church in Houston, Christian broadcasters have been asking me “*How did you do that?*” People seem fascinated that Lakewood, with Pastor Joel Osteen has grown so quickly that they are moving into the 18,000 seat Compaq Center in downtown Houston, and that the video campaign we created to share that vision with the congregation and TV viewers has been so successful.

So I thought I would give *NRB Magazine* readers some insight into how a major promotional campaign was created, and reveal some of the most important steps in the process :

- 1) **Assemble a Great Team**: Pastor Joel Osteen isn’t afraid to work with people who understand quality, and brought together all the talent necessary to develop a successful campaign. Some potential employees have good hearts, others have good testimonies, and still others have hard luck stories. We love those individuals, but for breakthrough projects you also have to hire qualified and experienced people who understand breakthrough thinking.
- 2) **Learn the Power of Brainstorming** – I wrote and directed the campaign only after an intense day sitting with the creative team exploring many different options. I’ve discovered that few ministry organizations really understand the power of brainstorming and the incredible results it can yield. If you can eliminate negative thinking, criticism, pre-mature editing, and ego from a brainstorming session, the ideas generated will amaze you.
- 3) **Make a Commitment to a Quality Product** – Few would argue that the Lakewood Church television program is one of the best looking programs on television. But many ministries spend hundreds of thousands (and even millions) of dollars buying airtime, yet broadcast a remarkably poor looking program. Major companies make sure they’ve put the best design and style into their product before it goes to market. My experience has shown most viewers take 3-5 seconds to decide to watch your program, and if you’ve ever sat on the sofa with a remote, you know what I mean. You may be preaching the best message in

the world, but in a culture where perception is more important than reality, if you can't get the viewer to watch long enough to hear the message, you've failed.

- 4) **Understand the Culture.** Today, popular culture is the heartbeat of this country. The apostle Paul understood the power of culture when he approached the philosophers at Mars Hill. He could have said: "I'm going to preach the message of the gospel no matter what." But he didn't do that. He respected their culture, their values, and their ideas. And once he won their respect, he was able to reach them in a far deeper way.
MTV has captured the hearts and minds of our young people. You don't have to like their programming – but do you know why it works? If you have a heart to reach young people, you need to know why Nickelodeon, and other successful networks work, or why Nike, Budweiser, and other companies produce successful advertising. Unless we understand our target audience, we won't make the slightest dent in the greater culture.

- 5) **Never Stop Growing** – I've had the opportunity to work with Joel Osteen and Lakewood Church for about 15 years. During that time, we've always been changing, updating, and growing. With every effort, we try to beat the last one, and we never feel like "we've arrived." Don't make your goal "success," make it "growth." Once you *succeed* at something, your task is over, and you begin to stagnate. But if your goal is *growth* you never stop learning, trying new options, and increasing. "Discover the Champion in You" has only been out for a few months, but we're already working on the next project.

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