



Hispanic Christian Churches Association Case Study

Situation Analysis / Background

The San Jose Group (SJG) has been working closely with the Hispanic Christian Churches Association (HCCA) for the past three years to develop a communications platform to position HCCA as an instrument to help fulfill the spiritual needs of Hispanics both in the U.S. and Latin America. SJG helped HCCA define the mission of the organization, which is to encourage individuals to start a relationship with God and lead better and more prosperous lives.

Key Challenges

Given HCCA's limited budget, one of the challenges was to develop a strategy that would yield the greatest reach and frequency based on the large demographic target area. Developing culturally relevant public service announcements and securing their placement helped to overcome this challenge.

Objectives

- Effectively communicate through culturally relevant vehicles the messages and teachings of HCCA.
- Encourage Hispanic individuals in the U.S. and Latin America to start a relationship with God and lead better and more prosperous lives.

Strategy

SJG developed a PSA program to deliver the HCCA message to its intended audiences. The execution of the campaign was successful due to its universal communication strategy that resonates with a wide audience. The key messages were meant to touch the deepest levels of the human spirituality. SJG chose television, radio, and print (newspapers and magazines) as well as outdoor as communications vehicles, which would ensure the greatest reach and frequency for such a large geographic area. The PSA campaign was complemented by an interactive website.

Measurable Effectiveness / Results

2003 Results:

- Media Value -- The PSA program resulted in more than \$36 MM in media placements.
- Gross Impressions -- 360 MM Hispanics were reached in the U.S. and in Latin America.
- Contracts/Affidavits – SJG was able to secure contracts for placement of the HCCA PSAs and also verify that the PSAs ran in each market.

Cumulative results to date:

- Since the beginning of the relationship between SJG and HCCA, the PSA campaign has garnered over 894 million gross impressions with an approximate value of \$ 86 million in media placements.





English Back Translation

Client: HCCA
Product: Radio Ad
Title: Un Sueño

MAN: Last night I dreamed that I had an interview with God.
“Would you like to interview me?” He asked me.
“If you have a moment?” I said....God smiled.

DIOS: My time is eternity....what questions do you have for me?

MAN: What surprises you most about humankind?

DIOS: That they live life based on past experiences instead of acting in the present according to what they want to receive in the future, that they lose their health to make money, and later they spend money to restore their health; that they live as if they will never die...and they die without knowing why they lived.

MAN: A moment of silence passed and I asked him.
As a parent, what other things do you want your children to learn?

DIOS: That they really learn that they have to forgive others before they are able to be forgiven, that all that really look for me, will find me and that they don't need intermediaries to communicate with me.

MAN: Thank you for your time. Is there anything else that you would like your children to know?

DIOS: Yes. That if they put me in first place in their lives, I will put them in first place. They have my word.

ANNC: This has been a message from the Hispanic Christian Churches Association.

