



Hispanic Christian Churches Association *Upside Down* Case Study

Situational Analysis / Background

The Hispanic Christian Churches Association (HCCA), a not-for-profit organization of inter-denominational Hispanic Christian churches, continually seeks a way to promote increased spirituality among the American Latino population. Fighting ever-increasing secularization in the U.S., they needed to explore a new way to bring non-practicing Christians or church members with irregular attendance back into the regularly practicing Christian community.

Objectives

- Create an impactful message that will not only inspire those who follow Christianity, but also convince non-practitioners to lead a more religious life.
- Engage people that are feeling abandoned, lonely and lost and direct them to a higher authority
- Communicate brand values

Strategy

The HCCA asked The San Jose Group (SJG) to help them reach out to their Hispanic audiences. SJG identified the HCCA's target as those who felt disenfranchised, disconnected, and distanced from their world. These individuals felt further isolated when those around them seemed to be unaffected by the same malaise.

SJG understood that these individuals viewed the world around them with no clear explanation of how to put things right. From this insight SJG recognized the opportunity to reach out them and address their frustration with clear and simple messaging. A direction to communicate with God would provide the anchor these individuals needed to begin to put their world in order and bring them into their church in order to continue that process.

Measurable Effectiveness / Results

The HCCA received donated media space valued at more than \$63 MM in 2010, a 24% increase from the previous year, reflecting an overall acceptance of the campaign and its message.

