

Lifewords

When the international Bible agency Scripture Gift Mission (SGM) rebranded as Lifewords, Oasis Media was chosen to communicate this to selected Christian media, ensuring that the rebrand was presented as a 21st century expression of the original SGM vision to make the Bible accessible to all.

This was done via briefings with selected editors and a press release giving details of flagship projects which embodied the Lifewords' vision including a booklet for asylum seekers in the UK published in Albanian, Farsi, Turkish and Somali. The booklet encouraged asylum seekers to talk about their experiences, integrated with stories about the life of Jesus that would resonate with them.

Oasis Media was hired to promote one of Lifewords' first key supporter events, a special presentation evening in November 2005 at St James' Crypt, central London, entitled 'The Bible: more than words'.

Prior to its Lifewords rebrand, Oasis Media also helped to launch '*Pavement Project*', a unique Scripture Gift Mission (SGM) resource designed to equip and support trained individuals working with street children around the world, using Bible stories to help bring them hope and a sense of self-worth. Written in seven languages and designed in an easily portable format, the Pavement Project was launched following testing in Brazil, Philippines, South Africa and India.

We arranged a networking event at the House of Commons to which both media and key SGM supporters were invited. We secured celebrity endorsements and wrote and distributed a press release which generated pleasing media coverage. We also promoted a Pavement Project schools' pack and an art competition encouraging schoolchildren to draw pictures relevant to what they had learned about street children in other countries - the winners had their photos taken at the House of Commons launch event with Blue Peter presenter Simon Thomas.

"Oasis Media were absolutely invaluable to us as they guided us through the campaign, came up with creative (but workable) ideas and celebrity support, and allowed us to achieve about ten times what we would have done on our own! We were really pleased with the press coverage they delivered for us during the campaign; but we're even more thrilled with the longer-term contacts, direction, and higher profile for our work that we have gained as a result. We will continue to value their professionalism, their ability to deliver, and their genuine enthusiasm for working with causes such as ours".

Danielle Welch, Head of Development, Lifewords.