

Methodists plan another ad campaign: Increasing name recognition

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Hoping to capitalize on an earlier \$20 million ad campaign that raised name recognition of the United Methodist Church, the denomination will spend an additional \$25 million on advertising to fill the pews with new members.

This second phase of the “Igniting Ministries” promotion will use television ads pegged to Christmas, Easter and the start of the school year in late summer to target adults ages 25 to 54.

Church officials said that between 2001 and 2004, their “Open Hearts, Open Minds, Open Doors” campaign upped first-time attendance at UMC congregations by 19 percent and raised long-term attendance by 9 percent in 160 test markets. The Methodists became the second-most recognized American church, and name recognition within the 25-54 age bracket rose from 3 to 19 percent. *-Religion News Service*