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**METROPOLITAN**  
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## A COOL EVENT // METRO KIDS

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### CAMPAIGN BRIEF

Ministry/Department	Metro Kids
Ministry Representative	James Moore
Communications Coordinator	
Service Designation	

Title	A Cool Event
Tagline	
Call to action and /slug	metropolitanbible.church/cool-event

Date(s) of event	November 30, 2025
Dates for promotion	November 28 - 29, 2025

File path

1

# A COOL EVENT // METRO KIDS

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## MESSAGING STRATEGY

Context / History	Never been done before
Target Audience(s)	Kids
Single persuasive idea	Be cool
Key facts	Nobody has ever seen anything this cool before
Pre-roll copy	
Approved additional copy	
Goals	Everyone thinks it was cool

# A COOL EVENT // METRO KIDS

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## INSPIRATION FOR CONCEPTING

Scriptures	
Emotion or energy	
Styles or graphic elements	

## VISUALS

*Paste or link to images, videos, or any concepts or ideas that could serve as inspiration for this campaign.*

# A COOL EVENT // METRO KIDS

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## CHANNEL PLAN

CHANNEL	FREQUENCY	IDEAS
<b>Promo Period: November 28 - 29, 2025</b>		
metropolitanbible.church/[slug]		
Bulletin - Print		
Bulletin - Digital		
Service Pre-roll		
Magnify News		
Metropolitan Facebook		
Metropolitan Instagram		
Family Group Announcements		
Homepage Takeover		
Church Text/CCA Push Notification		

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## ADDITIONAL CONTENT

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