



# Global Brand **Positioning Architecture**

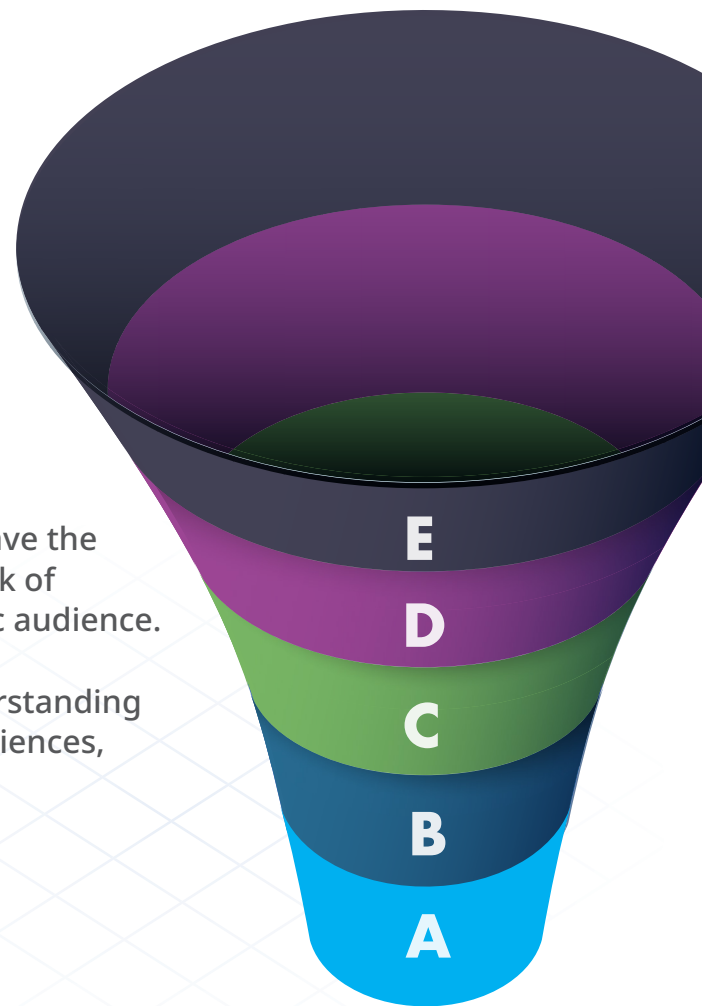


For over 30 years, efforts to align our global media centered on shared goals, which led to duplication, competition, and confusion. After the 2022 General Conference (GC) Session, GC administration established the Media Synergy Taskforce with a mandate to eliminate duplication and amplify our mission's impact.

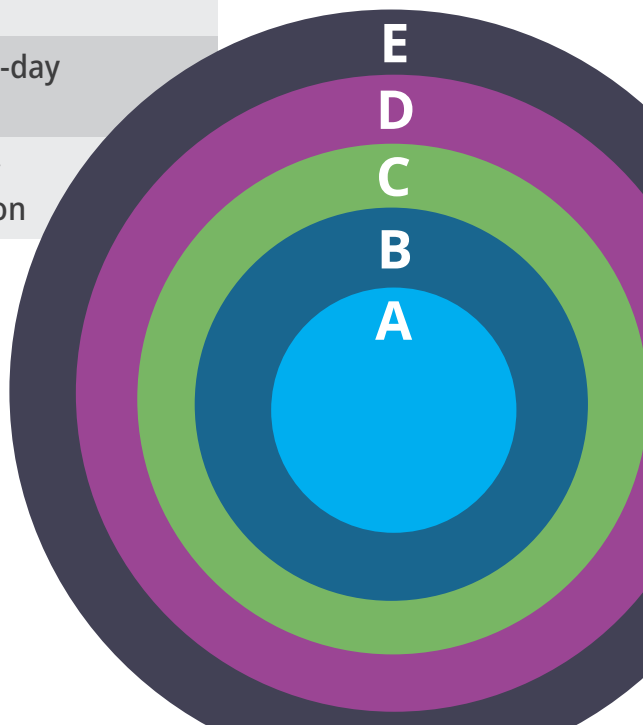
By embracing a new strategy that views each media entity as a distinct brand, we shifted our focus to their unique strengths, allowing us to better meet the specific needs of our diverse audiences. Through broad consultation, we established the Global Brand Positioning Architecture as a foundational tool in our Digital Strategy for Mission. This approach empowers us to target broad audience groups with greater precision, ensuring our message leads to discipleship and the fulfillment of our mission.

Every brand will have the mission-critical task of targeting a specific audience.

Let's start by understanding our **five** broad audiences, from **A** to **E**.

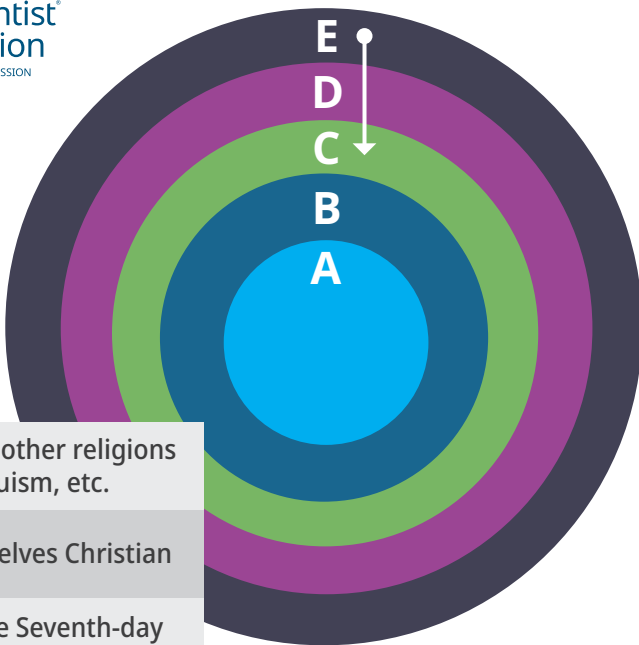


<b>E</b>	Secular or from other religions like Islam, Hinduism, etc.
<b>D</b>	Consider themselves Christian
<b>C</b>	Interested in the Seventh-day Adventist Church
<b>B</b>	Baptized Seventh-day Adventists
<b>A</b>	Adventists totally involved in mission



Brands must understand their audience to bring them toward baptism and mission involvement.





**E's to C's:** Brands dedicated to leading those who do not consider themselves Christian to become interested in the Adventist Church.

List the brands in your territory who are primarily responsible for this movement.

---

---

---

---

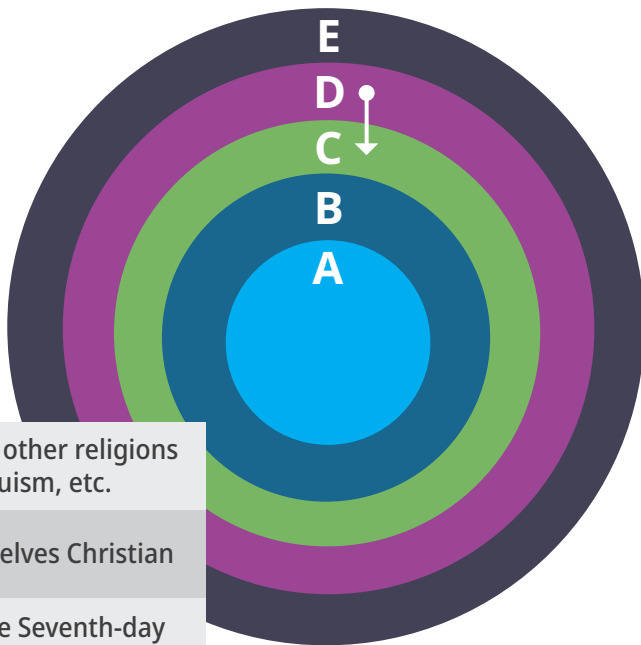
---

---

---

---

E	Secular or from other religions like Islam, Hinduism, etc.
D	Consider themselves Christian
C	Interested in the Seventh-day Adventist Church
B	Baptized Seventh-day Adventists
A	Adventists totally involved in mission



E	Secular or from other religions like Islam, Hinduism, etc.
D	Consider themselves Christian
C	Interested in the Seventh-day Adventist Church
B	Baptized Seventh-day Adventists
A	Adventists totally involved in mission

**Ds to Cs:** Brands dedicated to leading Christians to become interested in the Adventist Church.

List the brands in your territory who are primarily responsible for this movement.

---

---

---

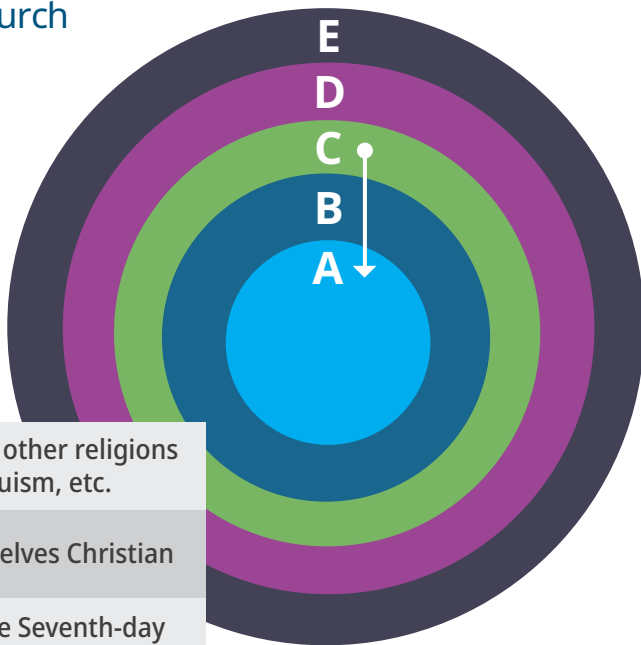
---

---

---

---

---



**C's to A's:** The Seventh-day Adventist brand will be responsible for leading people who are interested in the Adventist Church to become baptized disciples of Jesus who are dedicated to fulfilling the mission given to the Adventist Church.

List the brands in your territory who are primarily responsible for this movement.

---

---

---

---

---

---

---

---

---

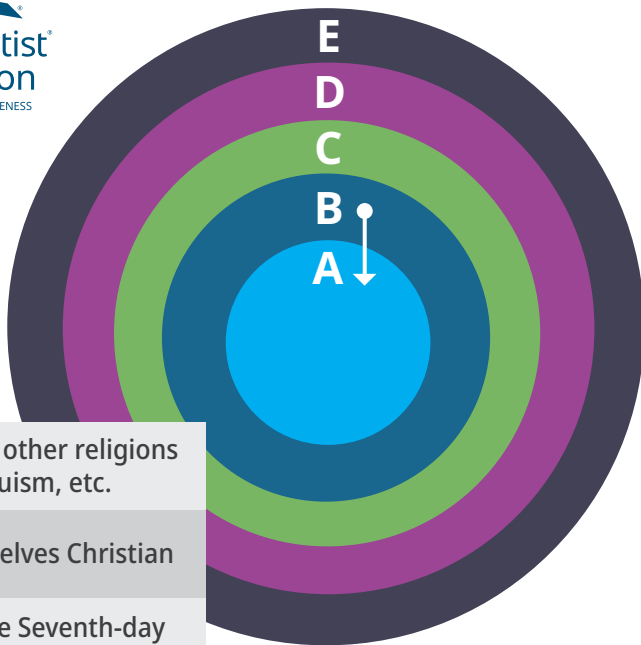
---

E	Secular or from other religions like Islam, Hinduism, etc.
D	Consider themselves Christian
C	Interested in the Seventh-day Adventist Church
B	Baptized Seventh-day Adventists
A	Adventists totally involved in mission

ADVENTIST  
REVIEW



Revival  
& REFORMATION



**B's to A's:** Brands dedicated to leading Adventists to become fully involved in our mission.

List the brands in your territory who are primarily responsible for this movement.

---

---

---

---

---

---

---

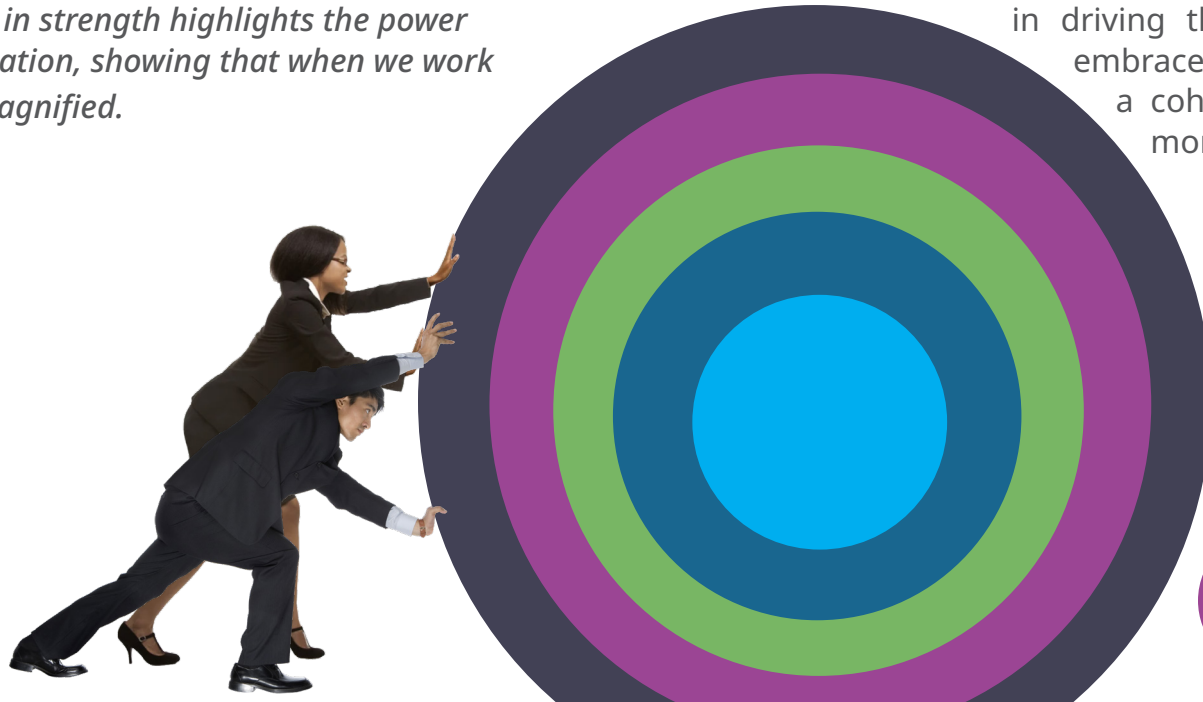
---

E	Secular or from other religions like Islam, Hinduism, etc.
D	Consider themselves Christian
C	Interested in the Seventh-day Adventist Church
B	Baptized Seventh-day Adventists
A	Adventists totally involved in mission

Belgian Draft horses are impressive on their own, each capable of pulling 8,000 pounds. But when two horses work together, they can tow 22,000 pounds—far more than double their individual efforts. What's even more astounding is that when these horses are trained to pull in harmony, they can move up to 32,000 pounds.

*This remarkable increase in strength highlights the power of teamwork and coordination, showing that when we work together, our impact is magnified.*

In the same way, our mission efforts become far more effective when we eliminate unnecessary duplication and work in unison. Just as the horses achieve more when they pull together, we can maximize our resources and make a greater impact by aligning our strategies. By collaborating and streamlining our efforts, we unlock exponential results, ensuring that every resource is fully utilized in driving the mission forward. Let's embrace this synergy and work as a cohesive team to accomplish more for our shared goals.







Seventh-day  
Adventist® Church