

infinityconcepts

**BREAKING THROUGH THE**  
*Noise*



[www.infinityconcepts.net](http://www.infinityconcepts.net)

# Our Purpose

**Infinity Concepts** is an integrated brand communications agency that helps organizations grow through effective communication with an ever-changing culture.



# Our Plan

To help you with the  
business of ministry

**SO YOU CAN FOCUS  
ON THE WORK OF  
THE MINISTRY!**



# Infinity Concepts Provides

- Honest Assessment
- Insightful Strategies
- Proven Results

**We want to be your strategic partner for success!**



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# Our Process



# Infinity Concepts Has Served (Partial List)

**LARRY HUCH**  
MINISTRIES

**AHAVA**



Winning the fight against cancer, every day.®



AMERICAN FRIENDS OF  
MAGEN DAVID ADOM



**Guideposts**



Proclaiming Jesus the Messiah to the World



FAITHFUL CENTRAL  
BIBLE CHURCH



# **Our Promise**

- **Strategic Thinking**
- **Integrated Solutions**
- **Extensive Experience**
- **Exceptional Service**



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Bringing <sup>an</sup>  
*ever-changing*  
*culture* to the  
Feet <sup>of</sup>  
Jesus

MARK 2:1-12

## Mark 2:1-12 NKJV

And again He entered Capernaum after *some* days, and it was heard that He was in the house.

Immediately many gathered together, so that there was no longer room to receive *them*, not even near the door. And He preached the word to them.

Then they came to Him, bringing a paralytic who was carried by four *men*.

And when they could not come near Him because of the crowd, they uncovered the roof where He was. **So when they had broken through**, they let down the bed on which the paralytic was lying.

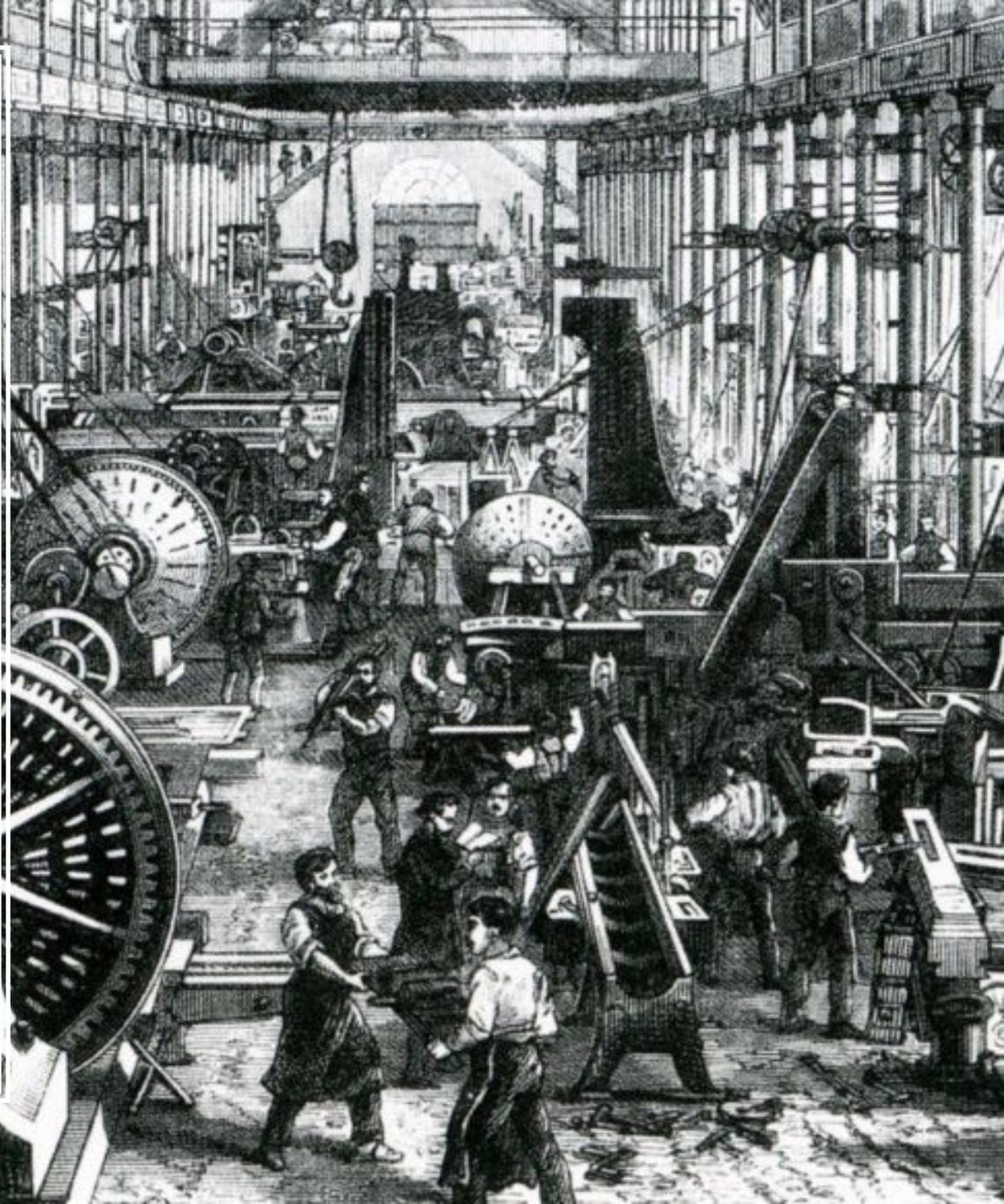


# Four American Technological Revolutions

# First Industrial Revolution

1765-1850

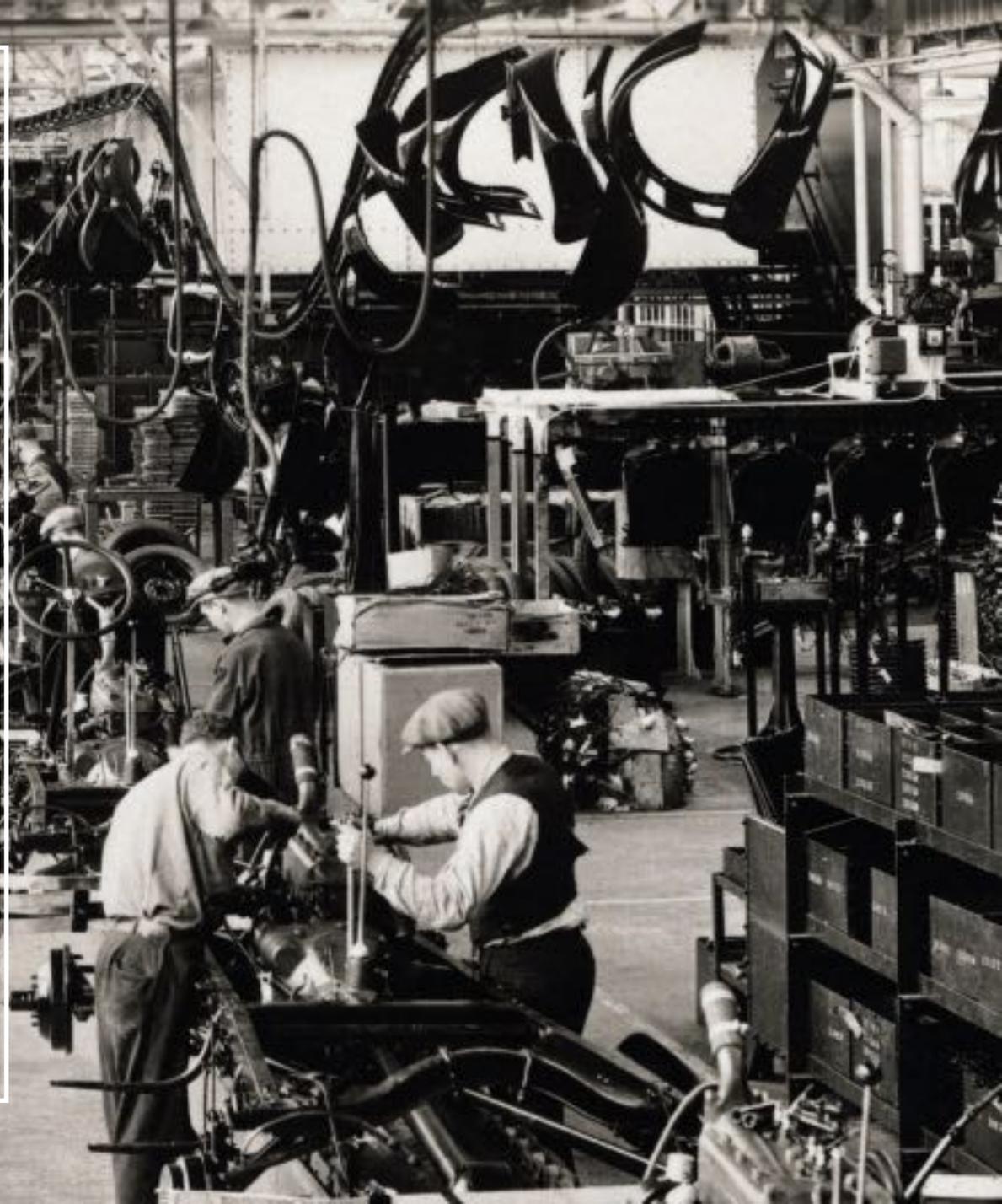
- Mechanization



# Second Industrial Revolution

1870-1914

- Production Line
- Communication Systems
- Chemical Synthesis



# Electronics Revolution

1947 – 1980

- Transistors
- Circuit Boards
- Miniaturization
- Automation



# Digital Revolution

1980 – Present

- Internet
- Social Media
- Digital Media



# 1994

## 24 years Ago

- **Pentecostal Revolution**
- **Memphis Miracle on October 18<sup>th</sup>**
- **PCCNA formed on October 19<sup>th</sup>**



# In 1994 the News Was About:

- Earthquake in LA
- OJ Simpson Trial
- Tanya Harding & Nancy Kerrigan
- Whitewater Scandal
- Nelson Mandela elected President of South Africa



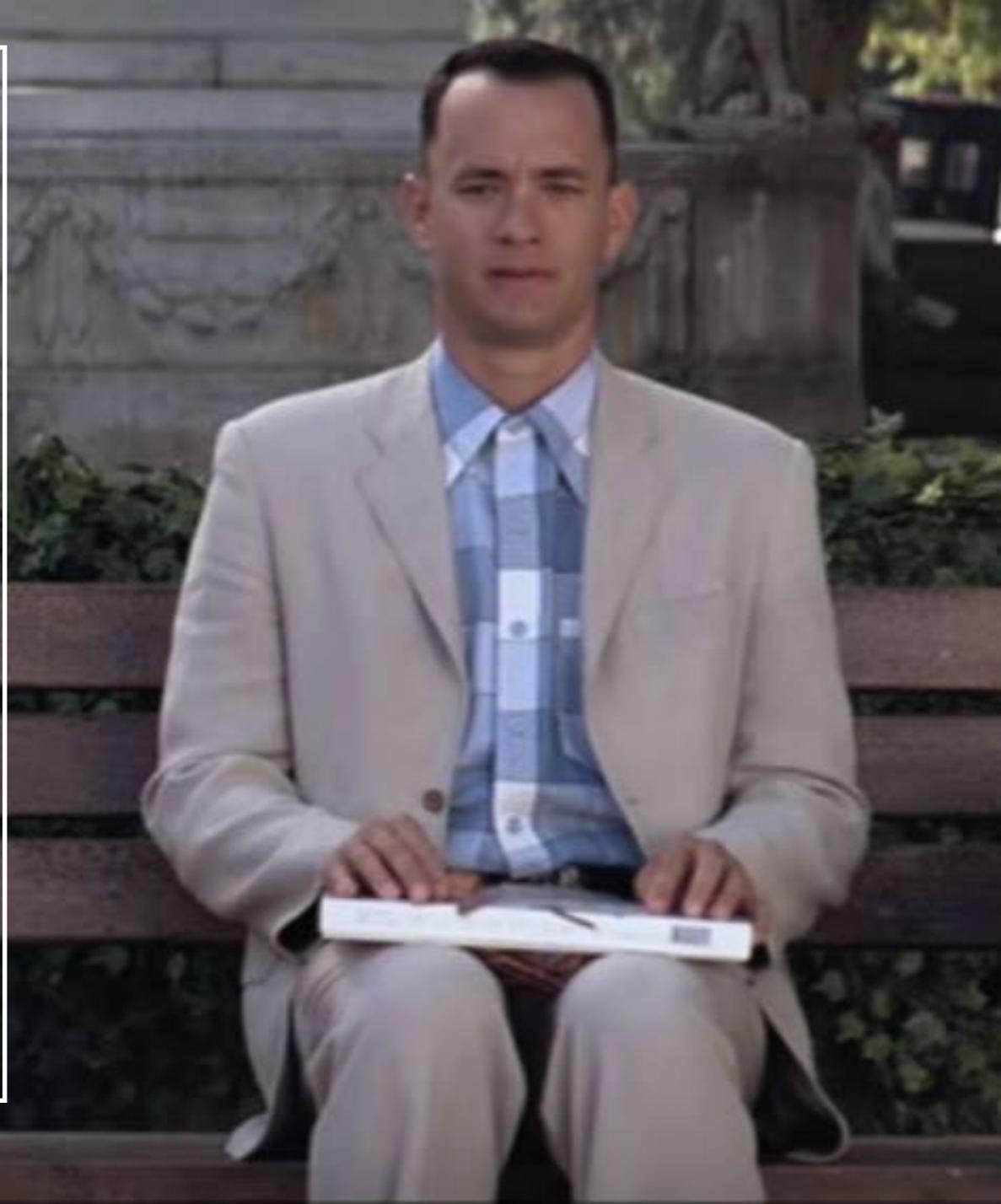
# In 1994 America was Watching:

## Top Movies

- Forrest Gump
- The Lion King
- Shawshank  
Redemption

## Top TV

- Friends (TV)
- ER



# In 1994 the Internet was Brand New!

There Was No...

- Google
- Facebook
- Twitter
- Amazon
- YouTube
- Netflix
- Wikipedia



# In 1994 No One Ever Heard of:

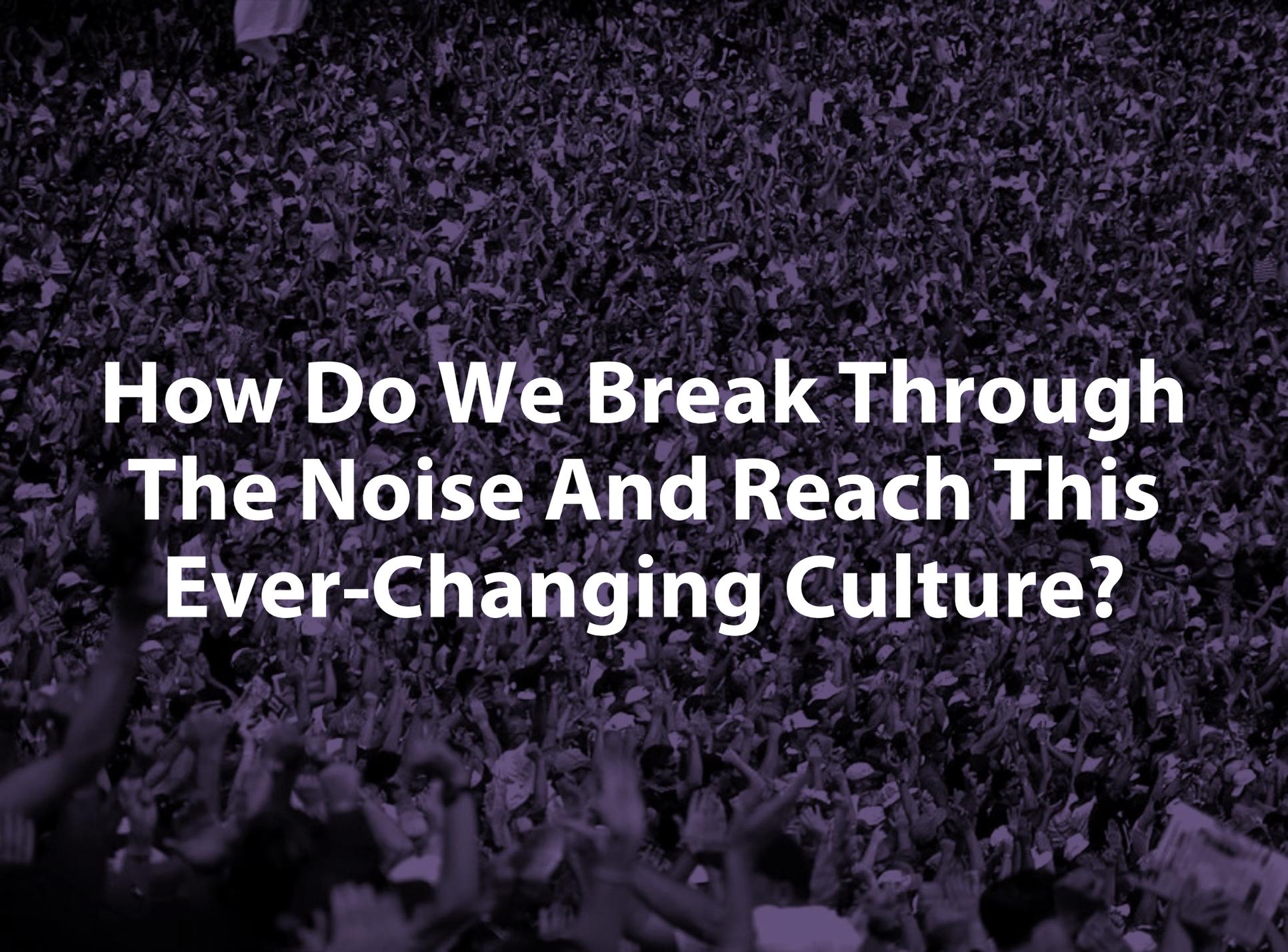
- DVDs
- Smartphones
- Blogging
- Texting
- Streaming
- E-books
- Broadband
- The Cloud



# Today... Media Saturation

- 1.8 Billion Websites
- 2.8 Million Apps
- 200+ Cable Channels
- 60+ Social Media Sites
- Dozens of Streaming Media Sites



A large crowd of people is shown from a high angle, with their hands raised in the air. The image is heavily filtered with a dark blue color, making the scene appear monochromatic. The text is centered over the image in a bold, white, sans-serif font.

**How Do We Break Through  
The Noise And Reach This  
Ever-Changing Culture?**

# Four Critical Cultural Shifts

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# Digital Revolution

# Internet

- 3.5 Billion Users Worldwide
- 290 Million US Users
- 90% Use Internet
- 75% Have Tablet or Smartphone
- 77% Have Broadband
- 62% Have 3+ Devices



# Social Media

- 3.03 Billion Users
- New User Every 15 Seconds
- 81% of Americans use some type of social media
- Average Internet user has 7+ social media accounts



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# Facebook

- 22% of World Population Are Users
- 79% of US Adults
- Average 20 minutes per day
- Largest population in the world

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# Top Ten Largest Populations

Rank	Entity	Description	Population
1	Facebook	Social Media Platform	2,129,000,000
2	What's App	Social Media Platform	1,500,000,000
3	China	Country in Asia	1,379,000,000
4	IMQQ	Social Media Platform (China)	1,339,000,000
5	India	Country in Asia	1,324,000,000
6	YouTube	Social Media Platform	1,300,000,000
7	Instagram	Social Media Platform	698,700,000
8	LinkedIn	Social Media Platform	530,000,000
9	Twitter	Social Media Platform	330,000,000
10	USA	Country in North America	326,000,000

# Digital Video

- 85% of US Internet users watch videos online
- Over 50% of video is viewed on mobile
- 90% share videos with others
- US Adults spend an average of 76 minutes daily viewing video



# Digital Audio

- People listen to 4 hours of digital audio per day
- 50% of Americans listen to streaming audio
- Millennials listen to digital more than radio



# Smart Phones

- More people own a smartphone than a toothbrush
- 58% of searches are done on smartphones
- US adults spend 200+ minutes daily on mobile devices
- Users spend 90% of time in apps



# Diverse Demographic Preferences



# Diverse Demographic Preferences

Demographic Group	Birth Year Range	Population	Preferred Media	Preference
<b>Traditionalists</b> <b>73+</b> - Greatest Generation - Silent Generation	Born 1900 to 1945 - Before 1928 - 1928 to 1945	30 MM - 3.5 MM - 28.4 MM	Print	Write me
<b>Baby-Boomers</b> <b>54-72</b>	Born 1946 to 1964	76 MM	Radio and TV	Call me
<b>Generation X</b> <b>38-53</b>	Born 1965 to 1980	66 MM	Internet	Email me
<b>Millennials</b> <b>21-37</b>	Born 1981 to 1997	79 MM	Digital	Text me
<b>Post-Millennials</b> <b>0-20</b>	Born 1998 to 2018	74 MM	Mobile	SnapChat me

## Multi-Channel Engagement

- 86% of marketers believe a single-strategy, multi-channel engagement equals long term success
- 71% agree integration across owned, earned and paid media is important
- Only 29% effectively integrate channels

Multichannel  
Markete



# Reduced Attention Span

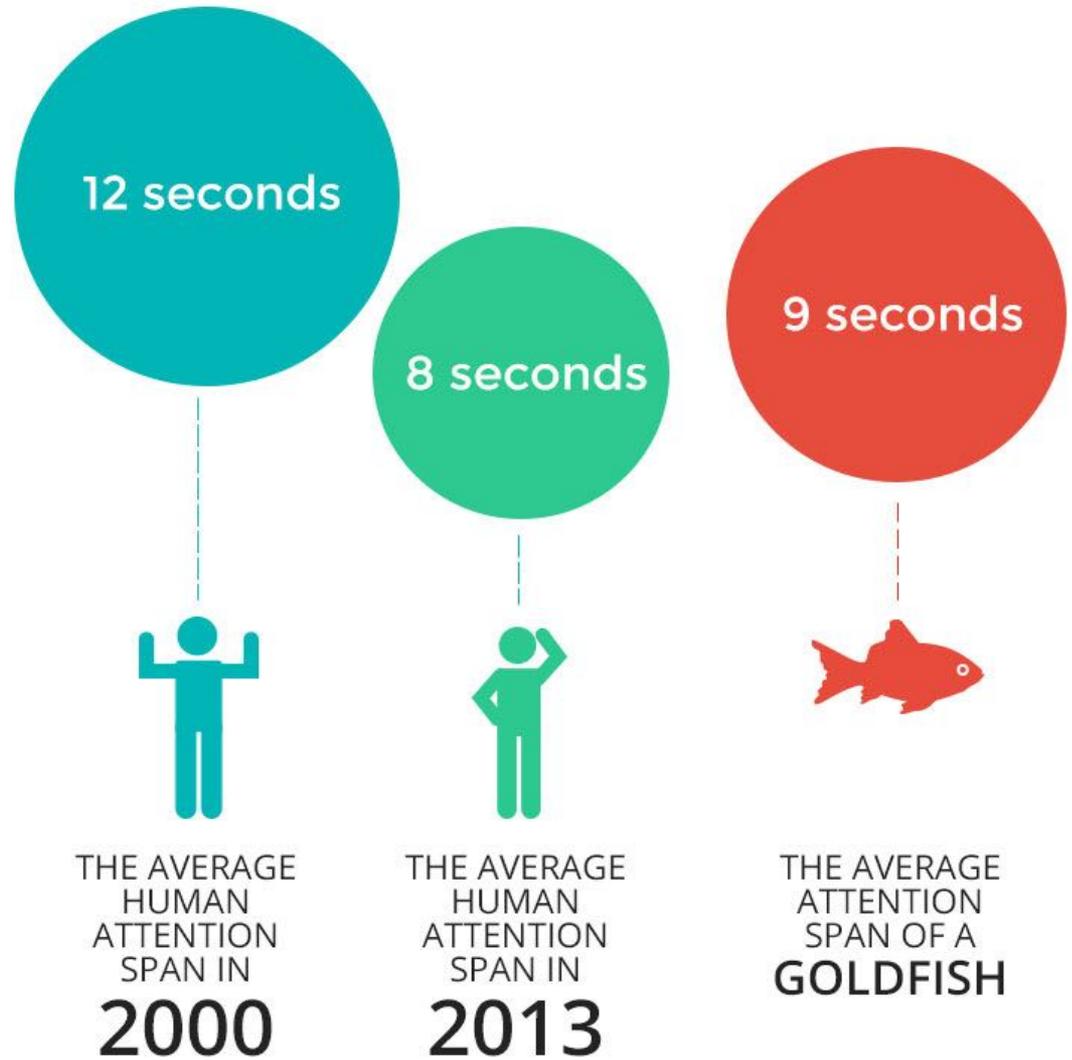
A woman with blonde hair, wearing glasses and red lipstick, is lying her head on a laptop keyboard. She is holding a white mug with her right hand, which has a ring on the ring finger. The background is a wooden wall. The text "Reduced Attention Span" is overlaid in orange.

# Reduced Attention Span

- **Sustained Attention**
  - **10-20 Minutes**
- **Transient Attention**
  - **Not Minutes - Seconds**



# Reduced Transient Attention Span



# Eight Second Impression

- 55% of social media mobile sessions last less than 30 seconds
- 8 seconds for web page to engage
- On average only 166 words are read on a web page
- 8 seconds for ad to communicate one big thing



# The Changing Christian Worldview



# Christian Community

- 70% of American adults consider themselves Christian
- 30% self-identify as another religion or no religious preference



## Types of Christians

- **Cultural** – No church affiliation, but consider themselves to be Christian
- **Congregational** – Attend church at least twice every 6 weeks
- **Convictional** – Dedicated Jesus followers



# Church In America

- Mainline denominations are shrinking
- Evangelical churches are growing



# Church In America

- American adults who attended a house of worship in the past 7 days...
  - 1939 = 41%
  - 2017 = 39%
- Americans are attending Church less frequently



# America's Largest Minority

- **Evangelicals** are the largest minority in America.
- 33.1% of American adults are Evangelical
- There are more Evangelicals in the United States than Blacks, Hispanics, and Asians combined...



## Understanding “Liminals”

- 20% of American adults indicate no religious preference in one survey – but identify as Christian in subsequent surveys
- Only 10% of Americans consistently identify as non-Christian





# The Changing Christian Worldview

- Nominalism or secularism is increasing each year.
- *In the world **and** of the world*
- Within five years 50% of Christians will be functionally secular.

# **Break Through To Get People To Jesus**

**Digital Revolution  
Demographic Preferences  
Reduced Attention Span  
Christian Nominalism**

## Mark 2:1-12 NKJV

And when they could not come near Him because of the crowd, they uncovered the roof where He was. **So when they had broken through,** they let down the bed on which the paralytic was lying.



# Infinite Media World

- Authenticity before truth
- Environment is dynamic – not static
- Create experiences – not just messages
- Optimize for context – not attention
- Measure engagement – not audience



## Mark 2:1-12 NKJV

Jesus said to the paralytic,

“I say to you, arise, take up your bed, and go to your house.”

Immediately he arose, took up the bed, and went out in the presence of them all, so that all were amazed and glorified God, saying, **“We never saw anything like this!”**

# Our Calling As Communicators

The mission field is **changing**, but the mission force needs to keep on **engaging** with the **unchanging** message of the Gospel.



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**“As the Father has sent Me, I also send you.”**  
**— John 20:21**