



IULIUS AND SONS

# PROJECT PROPOSAL

PREPARED FOR: YESHUA

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# EXECUTIVE SUMMARY

## OBJECTIVE

TO MAKE YESHUA A MORE ACCEPTABLE FIGURE FOR WORSHIP IN MODERN SOCIETY.

## GOALS

GAIN FOLLOWING IN ROME, SPREAD INTERNATIONALLY.

## SOLUTION

MODIFY IMAGE, ADD IN ASPECTS OF OTHER CURRENT BELIEFS.

## IDEAS FOR REBRANDING

BASED ON MARKET RESEARCH, A SELECTION OF IDEAS TO MAKE YESHUA A MORE POPULAR FIGURE FOR WORSHIP

- RECREATE BIRTH STORY, POSSIBLE IDEAS: BORN FROM A ROCK, VIRGIN BIRTH, FOUND IN GIANT CLAM SHELL OR BASKET IN THE REEDS, BORN FROM A RIVER WITH THE WORDS "HAIL PYTHAGORUS"
- ADD IN MIRACLES: SEEN IN TWO CITIES AT THE SAME TIME, STOLE FEATHER FROM WHITE EAGLE, TURNED WATER INTO WINE, HEALED THE BLIND, BIT THE HEAD OFF A POISONOUS SNAKE, MAGIC WAND, HERBS
- OTHER IDEAS: CHARMS, ORACLES, SACRED SPOTS, FESTIVALS, INITIATION CEREMONIES, SACRIFICES, HAD A LIONS HEAD