



IULIUS AND SONS

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