



# life

**EASTER 2021**  
PITCH

EASTER 2021

## IN COMMON

...Each of us is more alike  
than we are unlike”

- MAYA ANGELOU

**Where the world and circumstance might try to divide us from our fellow man, the reality is we actually have far more in common — Jesus.**

His love, and the purpose we find through His act of grace on the cross, connect us in a way that no circumstance could ever corrode.

In a year that has been rife with division of opinions, our differences have been highlighted. From American Politics through to the Black Lives Matters movement, society and popular culture has been dominated by dialogue around our differences and fuelling the divide.

But the reality is that we're more the same than we are different, we have so much more in common: We are designed with purpose and we have all shared in experiences, including lockdowns and everything that goes along with the global pandemic.

The fact that we are all loved by God that He would send his only Son to die on the cross for our redemption. This Easter, we want to speak unity and draw together connections rather than highlight our differences. We want to break down the “us and them” divide with non-Christians to let them know about a God who loves them.

# Creative Presentation

## All That We Share

Our differences do not equal division. Through our multi-media presentation services, we recognise and celebrate the attributes which make us unique whilst highlighting the commonalities of the human experience that unite us - the most significant of these being that Jesus died for every one of us.

### INTRO VIDEO

An intro video that begins by highlighting our differences. Difference in age, ethnicity, gender, religion, status. Mid way through these visuals, underpinned by a voice over, we flip the script to reveal our similarities.

Eg. An earlier image of two young kids from opposite sides of the globe, cuts wide to reveal they both love football.

Eg. Woman in a head piece and another a Caucasian woman shown to both be new mums.

### PS PAUL ON LOCATION

Set in a large warehouse as a precursor to the social experiment.

### SOCIAL EXPERIMENT

The goal is to visually show a group of people who appear to have nothing in common and illustrate that through prompts how similar they actually are.

### PS PAUL WITH GUESTS

Bringing together two people who are seemingly unrelated and drawing unexpected connections between them.

### PUSH INTO ITEM

