



KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

HIGHWAY BILLBOARD FIRST DRAFT RATIONALE

HELP REVITALIZE ARMENIAN CHURCHES
Highway Billboard Campaign



OBJECTIVE

The purpose of the highway billboard is not to educate viewers about church revitalization.

The purpose is to create awareness, curiosity, and website visits.

Unlike a website banner or bus stop advertisement, highway viewers typically have only 3–6 seconds to absorb the message. Therefore, simplicity, readability, and message hierarchy are critical.

FINAL BILLBOARD CONCEPT →

HELP REVITALIZE ARMENIAN CHURCHES

WATCH THE FREE 4-MINUTE VIDEO AT
KHACHKARSTUDIOS.COM



DESIGN LOGIC

1



LARGE, SIMPLE HEADLINE

"HELP REVITALIZE ARMENIAN CHURCHES" immediately communicates the mission.

The message can be understood in seconds.

2



STRONG CALL TO ACTION

The line: "WATCH THE FREE 4-MINUTE VIDEO AT" was intentionally enlarged from earlier drafts.

The billboard must clearly tell viewers what action to take.

3



WEBSITE RECALL

KHACHKARSTUDIOS.COM is the most important element in the lower half of the billboard.

If viewers remember only one thing after passing the billboard, it should be the website address.

4



SUPPORTING CHURCH IMAGE

The Armenian church image provides emotional and visual reinforcement.

However, it occupies substantially less space than in earlier drafts.

The image supports the message but does not compete with the call to action.

5



BRAND REINFORCEMENT

The Khachkar Studios logo and khachkar symbol reinforce credibility and establish visual consistency with the website banner and bus stop campaign.

WHY THIS VERSION IS DIFFERENT

EARLY DRAFT:

- ✗ Large church image
- ✗ Smaller call to action
- ✗ Smaller website address

CURRENT DRAFT:

- ✓ Smaller church image
- ✓ Larger call to action
- ✓ Larger website emphasis
- ✓ Better highway readability



The design evolved from "showing a church" to "driving a website visit."

HIGHWAY VIEWER EXPERIENCE



- 1 Second 1: **HELP REVITALIZE**
- 2 Second 2: **ARMENIAN CHURCHES**
- 3 Second 3: **WATCH THE FREE 4-MINUTE VIDEO**
- 4 Second 4: **KHACHKARSTUDIOS.COM**

This sequence matches how viewers naturally process information while driving.

TESTING PLAN

VERSION A

Armenian Church Image



VERSION B

Khachkar Image



All text, colors, and layout remain identical. Only the image changes.

Performance should be measured using:



Direct Website Visits



Trailer Views



Branded Searches



Time on Site



GUIDING PRINCIPLE

EVIDENCE-BASED DECISION MAKING

The purpose of the first billboard is to establish a benchmark. Future revisions should be evaluated based on measurable results rather than personal preferences.



KHACHKAR STUDIOS

Transparency • Accountability • Performance