

## LEARN HOW WE ARE WORKING HARD TO EMPOWER ARMENIAN CHRISTIANS IN AMERICA THROUGH CREATIVE MEDIA



- Analysis #1: Khachkar Studios 30 High Value-Add Accomplishments: 2024**
- Analysis #2: U.S.A. Armenian Church Related Numbers "Highlights": 10 Tables**
- Analysis #3: Full Spectrum of 164 Potential Benchmark Commercials and Films Seeking to Influence Behavior**

### **SUMMARY:**

Our team at Khachkar Studios is working hard to empower the extraordinary potential of Armenian Christians in America. Among our long list of accomplishments for 2024 was discovering 2 massive performance gap opportunities.

The first performance gap opportunity is to increase non-holiday mass attendance at the 164 Armenian Churches in America from the current average of 13,000 attending, or barely 3% of the U.S. Census Armenian population, to 28,000 or 6%, and still not be above the bottom tier churches. Even after this success, attendance will still have the potential to almost double again before reaching the average of peer churches.

The second performance gap opportunity is to massively increase media spending cultivating Armenian church mass attendance in America, from the almost nothing now spent by religious and non-religious groups, to the US\$10 million we at Khachkar Studios will spend over the next five years. Our media, benchmarked against a full spectrum of commercials and films seeking to influence behavior, will change the media landscape that is now almost barren to be abundantly fertile with Armenian Christian content.

**Khachkar Studios 30 High Value-Add Accomplishments: 2024**

1H		Q3		Q4	
#	10 HVA Accomplishments	#	10 HVA Accomplishments	#	10 HVA Accomplishments
1.	Built multi-variant and micro-demographic 2024 analyses through 243 on-site field research visits at 106 Armenian churches in 25 states, with photographic evidence classifying 22,786 Holiday Mass Attendees (HMA), 12,894 Non-Holiday Mass Attendees (NHMA), seating capacity by church, and obtaining individual church membership numbers. Discovered only 2.8% of Armenians nationwide attend non-holiday Sunday mass.	1.	Transition from movies, to documentaries to testimonials. Identified traits to compare talents for producing each category.	1.	Quantum leap high value-add transformation from testimonials to brand building universal commercials based on full spectrum of global benchmarking of 20 categories and 153 short-clips, HVA best practices, and worst practices.
2.	Established our 4 KPIs (Non-holiday mass attendees, Sunday School Students, Church Members, Total Giving) and built percentile rankings for 106 Armenian churches and performance gaps	2.	Identified ARM films sector as negative ROI and nominal religious content, including building P&Ls on major Armenian film from 1982 to 2023. And, the major films have combined only 7% religious content.	2.	Built 40 short-clip Excel model to increase SROI, including pre-production, scheduling, post-production, leveraging AI, project management software, training / development, and monitoring /analysis performance based on global benchmarking, HVA best practices, and worst practices.
3.	Built library and researched Armenian diaspora church related materials (1957 to 2024).	3.	Identified 321 ARM Documentaries with only 19 having a religious content, 6%.	3.	20 Short-Clip script excellent drafts to increase our 4 KPIs based on global benchmarking, HVA best practices, and worst practices. Story boards currently in progress.
4.	Comparative analysis of 8 major Armenian diaspora surveys (1998-2024)	4.	Discovered that all six of the Armenian religious groups have little to no marketing spending.	4.	RFPs drafts based on global benchmarking, HVA best practices, and identified worst practices that increase cost, delay production, and do not follow instructions. Have 3 RFPs pending response.
5.	Interviewed leadership at all six Armenian church groups and select parish level staff, and reviewed religious and parish leadership training materials.	5.	After 3 months of advertising and interviews concluded non-Armenian talent is higher 2025 SROI. And, concluded that our instructional materials are amazing compared to what is considered by many to be best practice.	5.	Built 3 Excel production templates based on global benchmarking, HVA best practices, and worst practices. Includes detailed expense line items and 30 day time lines.
6.	Reviewed annual reports and financial statements of church groups and parishes; and built U.S. wide consolidated financial models of all six Armenian groups and 164 churches	6.	Identified 20 top quartile Armenian churches on all 4 KPIs.	6.	Discovered 8 niche firms with world-class, perfect fit portfolios and multiple country film commissions.
7.	Analyzed the purchasing power evolution of U.S. major Armenian Philanthropic Organizations spending.	7.	Brand trait comparison of Armenian religion and 7 benchmarks.	7.	3 marketing campaigns based on global benchmarking, HVA best practices, and worst practices. Excellent drafts with micro-targeted demographic using 106 multi-variant database to customize relative to ratio of Armenian U.S. census demographics.
8.	Compared the evolution of Armenian population in the U.S. with the U.S. population (1980-2020).	8.	Compared the U.S. Armenian Church with 24 benchmark U.S. Orthodox Christian Churches.	8.	Early drafts of copyright and free use of legal analysis; and hiring a librarian.
9.	Built model to allow for estimates of U.S. Armenian population by generation and immigration trends, which helped build prioritized micro-demographic targeting to increase NHMA and dispelling systemic misconceptions.	9.	18 Armenian English web site banner ads for KS for Q4 and will continue in 2025.	9.	Started Armenian ad campaign to increase political awareness of Armenian Christian significance to Christians in targeted congressional areas.
10.	Identified and built an extensive database of Armenian church related media platforms and reading materials (VEMKAR, Bread & Salt, Epostle, Cross Roads Newsletter, Cilicia Periodical, etc.).	10.	B and BPs of consensus thinking of story telling for film helpful to educate on why not an attractive SROI.	10.	ABC videos finished and letter agreement to teach in Armenia and create both instructional videos and commercials; to serve as global benchmark in teaching ages 10 to 18 government finances from a Christian perspective.





**Full Spectrum of 164 Potential Benchmark Commercials and Films Seeking to Influence Behavior**  
**Sourced from ChatGPT queries in Q4 2024. Goal is to find best practices to emulate and worst practices to avoid.**

Total # of Examples		Examples										
#	Topic	# of Examples	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
1	U.S. Military Recruitment Commercials	9	"Be All You Can Be" (U.S. Army, 1980-2001)	"The Few. The Proud. The Marines." (U.S. Marine Corps, 1977-present)	"Army Strong" (U.S. Army, 2006-2018)	"Forged by the Sea" (U.S. Navy, 2017-present)	"Aim High" (U.S. Air Force, 1984-present)	"What's Your Warrior?" (U.S. Army, 2019-present)	Post-9/11 Recruitment Ads	National Guard's "Citizen-Soldier"	Social Media Campaigns	
2	Portuguese Benchmark Commercials	10	Somos só uma família (We are one family), Meo (2024), by Garage Films	Experimenta viver mais (Try living more), Vodafone (2024), by Krypton Films	Todos Recebemos Mais Quando Damos Mais (We all receive more when we give more), Continente (2024), by More Maria	O Presente (The gift), Nos (2023), by More Maria	Haverá Sempre Natal (There Will Always be Christmas), Continente (2020), by Ministério dos Filmes	Dá espaço à partilha (Give room to sharing), Meo (2023), by Ministério dos Filmes	EDP 40 Years (2016), by Garage Films	Neste Natal abra o presente (This Christmas, open the present), Vodafone (2019), by Krypton Films	É uma menina (It's a girl), Banco BPI (2023), by Ministério dos Filmes	Vodafone Christmas 2017, Vodafone (2017), by Krypton Films
3	Armenian Benchmark Commercials	7	"Avetis" Christmas video (2023), by Gravity Production	"Caring is heartwarming", Ameriabank Christmas Promo (2023), by Domino Production	"Yes, Dear", Cube Invest (2024), by AMCG Agency	"Be the Change", Ameriabank (2021), by Domino Production	EUBC Men's European Boxing Championship Yerevan 2022, by Gravity Production	"Mother's Day" (2020), by Domino Production	"From the heart of Armenia", Yerevan Brandy Company (2019), by TBWA Moscow			
4	Voting and Elections	4	"Daisy" (1964)	"Morning in America" (1984)	"Willie Horton" (1988)	"America" (2016)						
5	Psychological Operations (PSYOPS) Films	10	Triumph of the Will (1935)	Battleship Potemkin (1925)	Why We Fight (1942-1945)	The Eternal Jew (1940)	Reefer Madness (1936)	Red Dawn (1984)	The Birth of a Nation (1915)	Wag the Dog (1997)	Fahrenheit 9/11 (2004)	The Act of Killing (2012)
6	Pro-life	7	Focus on the Family's Super Bowl Ad (2010)	Save the Storks Campaign	Live Action's "Baby Olivia" Animation	March for Life Advertisements	Her Choice to Live (Heartbeat International)	"You're Looking at It" by Vitae Foundation	40 Days for Life Campaign Videos			
7	Reproductive Freedom	6	Planned Parenthood - "I Stand With Planned Parenthood" (2015)	The New York Times - "The Fight for Reproductive Freedom" (2022)	Nike - "Dream Crazier" (2019)	Arizona Iced Tea - "Choice" (2022)	The Center for Reproductive Rights - "We Won't Go Back" (2018)	#StopTheBans Campaign (2019)				
8	Climate Change	4	"Hot & Toxic" by the Gas Leaks Project (2024)	"Guardians of Life" by Mobilize Earth (2020)	"Save Her! Environmental Drag Show" by Pattie Gonia (2024)	"Don't Look Up" by Adam McKay (2021)						
9	Commercials for Selling Drugs or Surgeries	10	Xeljanz (Rheumatoid Arthritis Medication)	Keytruda (Cancer Treatment)	CoolSculpting (Non-Surgical Fat Reduction)	Dupixent (Eczema Treatment)	LASIK Surgery	Chantix (Smoking Cessation Aid)	Allergan (Botox for Chronic Migraines)	Bariatric Surgery (Weight Loss Surgery)	Prevagen (Brain Health Supplement)	Prolia (Osteoporosis Treatment)
10	DEI Advocacy	10	P&G - "The Talk"	Dove - "Real Beauty Campaign"	Coca-Cola - "America the Beautiful" (Super Bowl 2014)	Nike - "You Can't Stop Us"	Always - "#LikeAGirl"	Mastercard - "True Name"	Heineken - "Worlds Apart"	Microsoft - "We All Win"	Benetton - "Unhate Campaign"	Airbnb - "We Accept"
11	Transgender Rights	10	"Disclosure" (2020)	"Paris Is Burning" (1990)	"A Fantastic Woman" (2017)	"The Death and Life of Marsha P. Johnson" (2017)	"Boys Don't Cry" (1999)	"Tangerine" (2015)	"The Danish Girl" (2015)	"Transamerica" (2005)	"Kumu Hina" (2014)	"Leitis in Waiting" (2018)
12	Activism Against Human Injustice	4	"Sound of Freedom" (2023)	"The Man Box" by Gillette (2019)	"Signs of Love" by Amnesty International (2015)	"Edeka 1914" by Edeka (2014)						
13	Increasing Church Attendance	5	"The Chosen" - TV series (2017)	"He Gets Us" Campaign (2022-Present)	"Come and See" by The Church of Jesus Christ of Latter-day Saints	"Back to Church Sunday" Campaign	"Find Your Place" by the United Methodist Church					
14	Increasing Church Attendance for Armenians	3	"45 Days: The Fight for a Nation" Screening	"They Shall Not Perish" Documentary	Armenian Film Series at Castellart Art Museum							
15	Promoting Positive Image of Accountants	9	"The Accountant" (2016)	"Schindler's List" (1993)	"Moneyball" (2011)	"Inside Job" (2010)	"Enron: The Smartest Guys in the Room"	"A Day in the Life of an Accountant"	"Keddie"	The Wolf of Wall Street	The Big Short	
16	To Become a Sports Fan	10	Nike - "Just Do It" Campaigns	NFL - "Football is Family" Campaign	Adidas - "Impossible is Nothing"	Gatorade - "Be Like Mike" (1992)	ESPN - "This is SportsCenter"	Coca-Cola - "Mean Joe Greene" (1979)	World Cup Ads (Nike, Adidas, Coca-Cola)	Under Armour - "Protect This House"	NBA - "Where Amazing Happens"	Sports Event Teasers (Super Bowl, Olympics, March Madness)
17	To Become a Specific Team Fan	10	NFL - Seattle Seahawks: "We Are 12"	MLB - Chicago Cubs: "Fly the W"	NBA - Golden State Warriors: "Strength in Numbers"	NHL - Vegas Golden Knights: Inaugural Season Campaign	NFL - Kansas City Chiefs: "Chiefs Kingdom"	MLB - New York Yankees: Legacy Campaigns	NBA - Los Angeles Lakers: "Lakers Nation"	NFL - Dallas Cowboys: "America's Team"	College Football - Alabama Crimson Tide: "Roll Tide"	International Soccer - Real Madrid: "Hala Madrid"
18	Travel to a Specific Country	10	Tourism Australia - Dundee: The Son of a Legend Returns Home	New Zealand - 100% Pure New Zealand	Visit Iceland - Inspired by Iceland: The Hardest Karaoke Song in the World	India - Incredible India: Find the Incredible You	Scotland - VisitScotland: Meet the Scots	Portugal - Can't Skip Portugal	Japan - Where Tradition Meets the Future	Norway - Powered by Nature	South Africa - Wow in Every Moment	Switzerland - I Need Switzerland
19	Product Selling Commercials	10	Apple - "1984" (1984)	Nike - "Just Do It" Campaign (1988)	Coca-Cola - "Share a Coke" Campaign (2011)	Old Spice - "The Man Your Man Could Smell Like" (2010)	Always - "Like a Girl" (2014)	Budweiser - "Wassup" (1999)	De Beers - "A Diamond is Forever" (1947)	Wendy's - "Where's the Beef?" (1984)	Dove - "Real Beauty" Campaign (2004)	P&G - "Thank You, Mom" Campaign (2012)
20	Watching a Specific Movie (e.g. Trailer)	10	Star Wars: The Force Awakens (2015)	The Hunger Games (2012)	It (2017)	Titanic (1997)	The Matrix (1999)	Deadpool (2016)	The Dark Knight Rises (2012)	Spider-Man: No Way Home (2021)	Interstellar (2014)	The Blair Witch Project (1999)
21	Music videos to motivate to action	6	Proud to be American. Lee Greenwood and U.S. Military (2020)	Courageous. Casting Crowns (2011)	I Will Follow. Chris Tomlin (2011)	A New Hallelujah. Michael W. Smith (2008)	God's Not Dead (Like a Lion). Newsboys (2011)	Soul on Fire. Third Day (2015)				

