

KHACHKAR STUDIOS SHORT-CLIPS BENCHMARKS

ARMENIAN CHURCH GROUPS, RELIGIOUS GROUPS AND FULL SPECTRUM OF COMMERCIALS AND FILMS



Analysis #1: 56 Short-Clips Produced by 8 Armenian Church Groups Under Consideration as Potential Benchmarks

Analysis #2: 28 Short-Clips Produced by 10 Religious Groups Under Consideration as Potential Benchmarks

Analysis #3: Full Spectrum of 169 Potential Benchmark Commercials and Films Seeking to Influence Behavior

The following 3 analyses list 253 short-clips and commercials that are under consideration to be used by Khachkar Studios as potential benchmarks to produce its 40 "Good News" Armenian Christian short-clips.

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56 Short-Clips Produced by 8 Armenian Church Groups Under Consideration as Potential Benchmarks

Total # of Benchmarks 56

Potential Benchmarks

#	Religious Group	# of Benchmarks	1.	2.	3.	4.	5.	6.	7.
1	Eastern Diocese (Website, Vemkar website and app, Bread & Salt, Facebook, and Youtube)	7	A New Cross for St. Vartan Armenian Cathedral (July 8, 2024, Eastern Diocese)	Water and Spirit: Baptism in the Armenian Church (Mar 3, 2025, VemKar)	Bread & Salt: New Paths (December 21, 2016, Eastern Diocese)	Miraculous Birth: A Christmas Hymn, sung by Bishop Mesrop Parsamyan (Jan 5, 2025, Eastern Diocese)	Divine Liturgy, Soorp Badarak special video series (Jan 2025, Armenian Church Of Our Saviour, MA)	Within These Walls (Nov 9, 2017, Eastern Diocese)	Growing In Faith Together: A Plan for the Eastern Diocese (Mar 28, 2023, Eastern Diocese)
2	Western Diocese (epistle, Youtube)	7	The Armenian Christmas (Jan 6, 2015, Western Diocese)	AC101 Episode 4 Hayr Mer (Feb 5, 2016, Western Diocese)	AC101 Episode 3 Crosses (Jan 29, 2016, Western Diocese)	epistle - 360° – VR – The Future Now (2024, Western Diocese)	Armenian Blessing of the Grapes Ceremony (Aug 29, 2016, HI Travel Tales)	AC202 - Episode 9 - Finding Your Cross (Nov 1, 2024, Western Diocese)	Why Do Armenians Celebrate Christmas on January 6th? (Dec 20, 2024, Western Diocese)
3	Eastern Prelacy	7	Arakahas Circle (2025, St. Sarkis Armenian Apostolic Church)	Great Lent - Medz Bahk (Mar 25, 2017, Cilicia TV)	The Right Hand of St. Gregory the Illuminator is the most important relic of the Armenian Church (Apr. 3, 2017, Cilicia TV)	Faith and Family - Episode 1 - An Introduction (Jan 25, 2021, Eastern Prelacy)	The Eastern Prelacy's Youth Ministry Program (Jul 11, 2011, Armenian Prelacy of the Eastern United States)	Archbishop Anoushavan Celebrates Divine Liturgy at St. Stephen's Armenian Apostolic Church (Dec 29, 2018, Armenian Weekly)	Armenian Prelacy Forum 2: Remembering the Forgotten (Mar 4, 2009, RVA Productions)
4	Western Prelacy	7	Is Prayer for the weak? (29 Jan, 2025, Western Prelacy)	Never Give Up Hope (5 Mar, 2025, Western Prelacy)	Revitalize Yourself (8 Jan, 2025, Western Prelacy)	Jesus Come and Visit Us (8 Jan, 2025, Armenian Prelacy of the Western United States)	What is the Will of God? (23 Oct, 2024, Armenian Prelacy of the Western United States)	Carry Your Cross and Follow Jesus (24 Dec, 2024, Western Prelacy)	Having the Wisdom of God (12 Feb, 2025, Western Prelacy)
5	Catholics	7	The Armenian Catholic Church (15 Jun, 2011, Aleteia)	Are Armenians Catholic? (10 Jan, 2025, Churches Of Faith)	The Armenian Catholic Church (16 Nov, 2018, Christian Media Center)	The Armenian Catholic Church (2016, WikiAudio)	A Look Back at Pope Francis' Trip to Armenia & Where the Catholic Church Stands in the Country (29 Jun, 2021, EWTN)	Is The Armenian Church Catholic? (15 Feb, 2025, Churches Of Faith)	Declaration of Saint Gregory Armenian Catholic Church as Cathedral (3 Aug, 2015, St. Gregory Armenian Catholic Church)
6	Evangelical	7	REBUILD: A Vision Film for the Armenian Evangelical Community (29 Jun, 2022, AEUNA)	The Armenian Evangelical Movement and the AMAA (22 Oct, 2019, AMAA)	All Armenian Evangelical Youth Conference (9 Nov, 2018, ECA)	Armenian Evangelical Church 120th Anniversary (28 Mar, 2012, AMVCreative)	Easter Message of the Armenian Evangelical Church, Eastern USA (27 Sep, 2013, Hairenik)	Celebrating the 25th Anniversary of the Armenian Evangelical Church of Toronto Building (15 Apr, 2023, Hreir Sagherian)	Armenian Evangelical Contribution to Education (30 Oct, 2023, AMAA Inc.)
7	Mother Cathedral of Holy Etchmiadzin	7	The Divine Liturgy of the Armenian Apostolic Church - 5 videos (Aug 23, 2023, Garegin Zakoyan)	Etchmiadzin Cathedral and Saint Gayane Church (Jan 15, 2025, YouTube)	Etchmiadzin Cathedral: A Beacon of Love, Rebirth and Renewal (Dec 31, 2024, Epostle)	Bishop Mesrop Parsamyan: The Blessing of the Holy Muron (Sep 25, 2024, Eastern Diocese)	The Consecration of Bishop Mesrop Parsamyan: Holy Etchmiadzin (Armenia), Oct. 8, 2023 (Oct 12, 2023, Eastern Diocese)	Echmiadzin Armenian Apostolic Church (Oct 1, 2018, GORDONLAWRENCEVIDEOS)	Spiritual Treasures of the Armenian Church (Mar 10, 2012, Mother See of Holy Etchmiadzin)
8	Holy See of Cilicia	7	Pope meets with Aram I, head of the Catholics of the Armenian Church of Cilicia Vatican (Jun 5, 2024, Rome Reports)	Opening prayer at the US House of Representatives by his Holiness Aram I (Nov 9, 2023, ANCA - Armenian National Committee of America)	USA 09.11.2023 Armenian Catholics of Cilicia His Holiness Aram The First (Nov 11, 2023, Qele Lao)	The Armenian Pontiff (Oct 11, 2024, Franc Capiro)	His Holiness Aram I's Address during the Armenian Genocide Centennial Commemoration Mass in Vatican (Apr 12, 2015, Cilicia TV)	His Holiness Aram I Paid a Congratulatory Visit to the Newly Elected Lebanese President - 20.01.2025 (Jan 23, 2025, Cilicia TV)	The Keynote Address of His Holiness Aram I at the G20 International Forum (Sep 16, 2021, Cilicia TV)



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28 Short-Clips Produced by 10 Religious Groups Under Consideration as Potential Benchmarks

Total # of Benchmarks 28

#	Religious Group	# of Benchmarks	Potential Benchmarks		
			1.	2.	3.
1	Armenian Apostolic Church (Catholicosate of Etchmiadzin) - Diocese	3	A New Cross for St. Vartan Armenian Cathedral (July 8, 2024, Eastern Diocese)	Water and Spirit: Baptism in the Armenian Church (Mar 3, 2025, VemKar)	Bread & Salt: New Paths (December 21, 2016, Eastern Diocese)
2	Armenian Apostolic Church (Catholicosate of Cilicia) - Prelacy	3	Arakahas Circle (2025, St. Sarkis Armenian Apostolic Church)	Great Lent - Medz Bahk (Mar 25, 2017, Cilicia TV)	The Right Hand of St. Gregory the Illuminator is the most important relic of the Armenian Church (Apr. 3, 2017, Cilicia TV)
3	Greek Orthodox Archdiocese of America	3	The Greek Orthodox Archdiocese of America Launches Centennial Celebration (Jan 25, 2022, GreekOrthodoxChurch)	Greek Orthodox 101: It's All Greek To Us! (Nov 24, 2018, Annunciation Greek Orthodox Church, Rochester, NY)	Legacy, Renewal & Unity: Celebrating 100 Years of the Greek Orthodox Archdiocese of America (Oct 31, 2023, National Hellenic Museum)
4	Coptic Orthodox Church	3	Coptic Orthodox Church History: An Unchangeable Church (Sep. 15 2016, Mark Essam)	Coptic Orthodox Church helps Fiji Orphans (May 20, 2010, Coptic Orthodox Church/ Rockmans Creative Media)	What is the Coptic Orthodox Church? (Jun 11, 2019, Theodore's Army)
5	Ethiopian Orthodox Church	3	The Ethiopian Orthodox Church Explained (Dec 18, 2024, History Unveiled)	The Ethiopian Orthodox Patriarch in Jerusalem (May 20, 2016, Christian Media Center)	The Ethiopian Orthodox Church (Jun 26, 2017, New Atlantis TRIBES)
6	Orthodox Church in America	3	The Beauty Of American Orthodoxy (Nov 28, 2022, Orthodox Meme Squad)	America Is Turning To Orthodox Christianity - Mar Mari Emmanuel (Oct 4, 2024, Followers Of Christ)	Advice for Converts to Orthodox Christianity - Fr. Josiah Trenham (Apr 2, 2021, Protecting Veil)
7	Antiochian Orthodox Christian Archdiocese of North America	1	The Translation of the Relics of St. Raphael of Brooklyn (Aug 3, 2024, Antiochian Orthodox Christian Archdiocese of NA)		
8	Roman Catholic	3	Teach me Faith (2023, Catholics Come Home Inc.)	Catholic Church - Commercial (2012, Catholics Come Home Inc.)	Eucharist :30 (2014, Catholics Come Home Inc.)
9	Latter-day Saints	3	Mormon TV Comercials (The Best of Homefront II) From the 80's	Welcome to The Church of Jesus Christ YouTube Channel (2024, The Church of Jesus Christ of Latter-day Saints)	What Latter-day Saints Believe (2013, Church Newsroom)
10	U.S. Conservative Jews	3	What Is Conservative Judaism? - Jewish Teachings For All	Conservative Judaism: Observations and Expectations	Conservative Judaism Centennial (2013, Public Broadcasting Service)



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Full Spectrum of 169 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		Potential Benchmarks										
#	Topic Category	# of Examples	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
1	U.S. Military Recruitment Commercials	7	"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)	"What's Your Warrior?" (U.S. Army, 2019-present)	"Aim High" (U.S. Air Force, 1984-present)	National Guard's "Citizen-Soldier"			
2	Portuguese Benchmark Commercials	10	Todos Recebemos Mais Quando Damos Mais (We all receive more when we give more), Continente (2024), by More Maria	Somos só uma família (We are one family), Meo (2024), by Garage Films	Experimenta viver mais (Try living more), Vodafone (2024), by Krypton Films	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			
<i>The following Topic Categories are sorted alphabetically.</i>												
4	Armenian Church Attendance	10	A New Cross for St. Vartan Armenian Cathedral (July 8, 2024, Eastern Diocese)	Water and Spirit: Baptism in the Armenian Church (Mar 3, 2025, VemKar)	Bread & Salt: New Paths (December 21, 2016, Eastern Diocese)	Arakahas Circle (2025, St. Sarkis Armenian Apostolic Church)	Great Lent - Medz Bahk (Mar 25, 2017, Cilicia TV)	The Right Hand of St. Gregory the Illuminator is the most important relic of the Armenian Church (Apr. 3, 2017, Cilicia TV)	The Armenian Catholic Church (15 Jun, 2011, Aletea)	Are Armenians Catholic? (10 Jan, 2025, Churches Of Faith)	REBUILD: A Vision Film for the Armenian Evangelical Community (29 Jun, 2022, AEUNA)	The Armenian Evangelical Movement and the AMAA (22 Oct, 2019, AMAA)
5	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					
6	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)						
7	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"
8	Human Rights Activism	4	"Sound of Freedom" (2023)	"The Man Box" by Gillette (2019)	"Signs of Love" by Amnesty International (2015)	"Edeka 1914" by Edeka (2014)						
9	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)				
10	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			
11	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)
12	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	
13	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)
14	Reproductive Freedom	6	Planned Parenthood - "I Stand With Planned Parenthood" (2015)	The New York Times - "The Fight for Reproductive Freedom" (2022)	Nike - "Dream Crazy" (2019)	AriZona Iced Tea - "Choice" (2022)	The Center for Reproductive Rights - "We Won't Go Back" (2018)	#StopTheBans Campaign (2019)				
15	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)
16	Sports Fan	10	Nike - "Just Do It" Campaigns	NFL - "Football is Family" Campaigns	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	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	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)	"Letitis in Waiting" (2018)
19	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
20	Voting and Elections	4	"Daisy" (1964)	"Morning in America" (1984)	"Willie Horton" (1988)	"America" (2016)						
21	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)

