

ASIA-PACIFIC NAZARENE THEOLOGICAL SEMINARY

CHURCH BRAND BOOK DEVELOPMENT AND USAGE
IN REIGN IN LIFE CHRISTIAN MINISTRIES MANILA

A Thesis Presented to

The Faculty of Asia-Pacific Nazarene Theological Seminary

In Partial Fulfilment of the Degree

Master of Arts in Christian Communication

BY

BLESSED CHARITY S. ONG

Rizal, Philippines

MAY 2021

ASIA-PACIFIC NAZARENE THEOLOGICAL SEMINARY

WE HEREBY APPROVE THE THESIS

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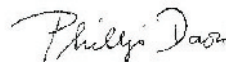
BLESSED CHARITY ONG

ENTITLED
CHURCH BRAND BOOK DEVELOPMENT AND USAGE
IN REIGN IN LIFE CHRISTIAN MINISTRIES MANILA

AS PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE
MASTER OF ARTS IN CHRISTIAN COMMUNICATION


Irwin B. Galino
Thesis Adviser
21 MAY 2021
Date


Rev. Daniel Pape
External Reader
21/05/21
Date


Dr. Philip Davis
Faculty Reader
21 May 2021
Date

Dr. Floyd Cunningham
Interim Academic Dean
Date

Dr. Larry Bolinger
President
Date

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ABSTRACT

This production thesis intends to assist Reign in Life Christian Ministries Manila on their brand implementation as manifested in the development and usage of a Brand Book. Moreover, the project along with the procedures and processes can help community churches advance their creative communication strategy as evidenced in the study.

The development and usage of Brand Book uses the Shannon-Weaver model of communication as a framework for the flow of the study. The study proceeds with ordered sequences beginning from the processes of Brand Book Development, Church Guided Usage and Evaluation. Further, the study required multiple methodology. Hybrid Engagement, Online Ethnography, and FGD were utilized in the course of the study to execute the project with training, implementation, and evaluation to gather the needed data.

As assessed from the responses of the FGD with the Graphic Outputs posted in Facebook last December 2020 and evaluation of Expert Analyses, the resulting Brand Book was deemed efficient in assisting RIL on brand building and creative communication. It achieved the value proposition of informing, inspiring and enforcing. Moreover, the fulfilling achievement for this production study through the processes and experience documented alongside will fill in the gap on the lack of resources, knowledge, skills, and guidance in branding among community churches and may help create visually-appealing graphics and outputs that collectively represent the brand identity.

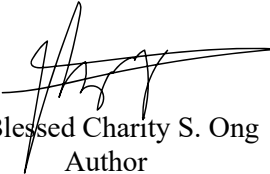
For future studies, the thesis can be replicated with wider emphasis on the empirical data gathering allowing comparative approaches. An audience reception study can also be explored as varied responses of audiences was intended by a designed Brand Book. It also recommended to include the making of modules for the Brand Book Development Usage consisting of the actual procedures from three sequential processes and the proprietary skills needed such as basic graphic design for church.

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DECLARATION

No portion of the work referred to in the thesis has been submitted in support of an application for another degree or qualification of this or any other university or other institute of learning.


Blessed Charity S. Ong
Author

21/05/2021
Date

DEDICATION

For those who make themselves available for the expansion of God's Kingdom of grace, thrive with your passion and never lose heart.

For those whom God has started work-in progress, continue the walk, and look to your Creator.

To the One who blessed me with the desire, ability, and strength to move forward despite of all the tears and valleys in this production journey, take me, and continue to work in my weaknesses.

ACKNOWLEDGEMENT

The entire thesis writing journey is indeed a challenging season of my life with all the great transitions – moving in to my first job, leaving behind my church and ministry, living apart from my family, moving out of the country for the first time, blending in with people from a multicultural environment, and immersing into full online learning and writing.

But God is great and He is true to His promise, and has definitely finished what He started with me when I pursued further education at APNTS back in 2015. The journey was indeed rough. Despite the highs and lows, He rescued me and gave me the courage to continue. I remember writing this down literally everywhere – from the four corners of a conducive learning facility, airport, stairs, outdoor parks, community hubs, cafes, fast food chains, office, and pantry. Giving up is not an option but a real quick fix, yet God has pushed my every limit just to make use of my availability. To you Abba, Thank you so much for not leaving me.

Papa and Mama, thank you for not giving up on me. Thanks for being so supportive on this journey. Pa, you're the best sponsor! You didn't just provide for me financially, you have supported me every bit and pieces of this further study and even to the last portion of it. You drive me off from Pasig to Kaytikling, enduring the traffic of Ortigas extension just to bring me safe and on time at APNTS. Ma, you're my proudest fan and comfort! Your warmth keeps me going. I love you both. Kuya Josh, Ate Kring, Puching and Paceng, you are my sweet inspirations!

My Thesis Adviser, Sir Irwin, words are not enough how grateful and blessed I am to have you alongside in this project. You're my greatest motivator and encourager, a teacher who never get tired of following up and directing me towards the right direction. I can't imagine this study's accomplishment without you. You're indeed an inspiration!

Pastor Mel, my spiritual mentor, pastor, brother, and friend who always pray for me and gave me his inspirational words, CONGRATULATIONS to us! We envisioned this as

part of Reign in Life's expansion, and now, we're on it. Thanks for trusting and believing in my creative thoughts and ideas and walking with me in this vision for RIL and for community churches in the future.

Team Creatives, the thriving ministry who assisted me in the implementation of the study, thanks for your cooperation, readiness and vigor to say 'yes' with the demands of this production study. Ate Chiqui, your leadership is beyond compare in leading these creative individuals. I am so much in owe of your effort and dedication for being my critique and ministry partner.

My Singapore Family, Ate Maricel, Ate Daisy, Boss Leslie, Gianne, Don, thanks for being understanding and the warmth of home while being away from home. EAST Family, Sir Jonathan, Ee Yuing, EK and the rest of Publicity team, thanks for praying with me in this writing journey and understanding my delay in projects just to attend to my thesis requirement. And my Paya Lebar Family, Tita Lut and Tito Raymundo Go, and Kuya Nan, thanks for being my go-to study and food trippin' home, enjoyed our late nights of talk and coffee.

My virtual classmates, GM, Jojo, Ate Ken, and Lorraine, thanks for answering all my queries. You all are a great help to a lost kid like me!

Dr. Dick, our conversation two years ago at Plaza Singapura was indeed a great starter for this, Thank you so much!

The Registrar office and other staff of APNTS, I am humbled by your service, thanks for keeping up with me in the last part of this thesis production.

PRAISE GOD, TO WHOM ALL BLESSINGS FLOW!

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