

**Name the  
Company**

**HELLO**  
my name is

?

- *“How do you spell relief?”* ✓ **Roloids**
- *“Better Ingredients, Better Pizza”* ✓ **Papa John’s**
- *“I’m Loving It”* ✓ **McDonalds**
- *“Melts in your mouth not in your hands”* ✓ **M&M’s**
- *“Just Do It”* ✓ **Nike**
- *“It’s Finger Lickin’ Good”* ✓ **KY Fried Chicken**
- *“They’re Grrreat!”* ✓ **Kellogg’s**
- *“What’s in Your Wallet?”* ✓ **Capital One**

**Who?**







***“The Slogan of the Savior”***





**If True,  
Who Knew**





- **Luke 2:10-11 10 But the angel said to them, "Do not be afraid; for behold, I bring you good news of great joy which will be for all the people; 11 for today in the city of David there has been born for you a Savior, who is Christ the Lord."** NASU

*Good News*

**Luke 4:18**

**“THE SPIRIT OF  
THE Lord IS  
UPON ME,  
BECAUSE HE  
ANOINTED ME TO  
PREACH THE  
GOSPEL TO THE  
POOR.”**



## Luke 16:16

“The Law and the Prophets *were proclaimed* until John; since that time **the gospel of the kingdom of God** has been preached, and everyone is forcing his way into it.

Acts 13:32

**"And we  
preach to  
you the good  
news of the  
promise  
made to the  
fathers,**

# What is the “GOOD NEWS”?

- The Proclaiming of the Presence of Christ
- The Preaching from Christ/kingdom
- The Preaching about Christ/kingdom
- The Preaching about How to Live in Christ
  - **All Teaching Related to Christ  
and His Kingdom**

*Good News*



- **God's promises were being fulfilled**
  - **The Messiah was here**
  - **God had come to earth**
  - **Satan could be defeated**
    - **Sins could be forgiven**
  - **We could live with God forever**
  - **We had hope for the first time**

*Good News*

**HONEST  
ADVERTISING**



Nestlé.  
Coffee-  
mate®  
COFFEE  
CREAMER

*Helps you pretend to like coffee*





**NyQuil**®  
Slip into a nice coma  
for a few hours.

# FROOT LOOPS

THEY ARE ALL  
THE SAME FLAVOR!



**LEGO**®

***THE BANE OF YOUR FOOT'S EXISTENCE***







**RED LOBSTER™**

**YOU'RE HERE FOR THE CHEDDAR BISCUITS**



Hallmark

*When you care enough to give a card  
mass-produced by a corporation.*

# Truth in Advertising

- **Acts 13:32**
- **32 "And we preach to you the good news of the promise made to the fathers, NASU**



GOOD NEWS *of*  
GREAT JOY



# If it is Good News...

- **Why don't we smile?**



- **Acts 8:38-39**
- **38 And he ordered the chariot to stop; and they both went down into the water, Philip as well as the eunuch, and he baptized him.**
- **39 When they came up out of the water, the Spirit of the Lord snatched Philip away; and the eunuch no longer saw him, but went on his way rejoicing.**





- **1 Peter 1:6ff**
- **6 In this you greatly rejoice, even though now for a little while, if necessary, you have been distressed by various trials, <sup>7</sup> so that the proof of your faith, *being* more precious than gold which is perishable, even though tested by fire, may be found to result in praise and glory and honor at the revelation of Jesus Christ; <sup>8</sup> and though you have not seen Him, you love Him, and though you do not see Him now, but believe in Him, you greatly rejoice with joy inexpressible and full of glory, <sup>9</sup> obtaining as the outcome of your faith the salvation of your souls.**



# Philippians 4:4

**Rejoice** **in the Lord**  
**always; again I will**  
**say, rejoice!**





# Philippians 4:13

*I can do all things  
through Him who  
strengthens me.*



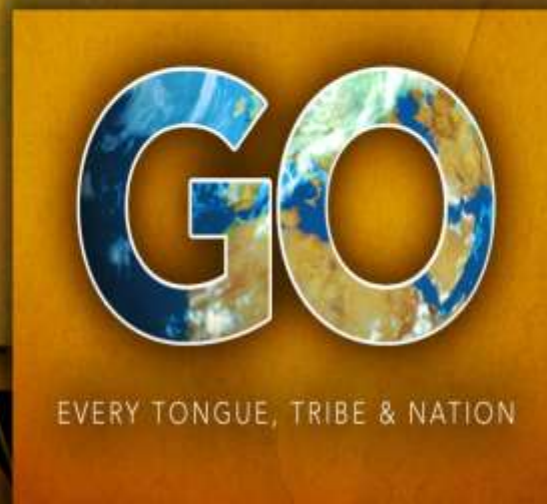
# If it is Good News...

- **Why don't we smile?**
- **Why don't we share?**



**And He said to them,  
“Go into all the world and  
preach the gospel to all  
creation.**

**Mark 16:15**





**Acts 5:40** They took his advice; and after calling the apostles in, they flogged them and **ordered them not to speak in the name of Jesus, and *then* released them.**



EVERY TONGUE, TRIBE & NATION



Acts 5:41 So they went on their way from the presence of the Council, rejoicing that they had been considered worthy to suffer shame for *His* name. <sup>42</sup> And every day, in the temple and from house to house, they kept right on teaching and preaching Jesus *as* the Christ.



EVERY TONGUE, TRIBE & NATION

- **Acts 8:3-4**

- **But Saul *began* ravaging the church, entering house after house, and dragging off men and women, he would put them in prison.**
  - **Therefore, those who had been scattered went about *preaching* the word.**




EVERY TONGUE, TRIBE & NATION



- **2 Kings 7:3** Now there were **four leprous men** at the entrance of the gate; and they said to one another, **“Why do we sit here until we die?”** <sup>4</sup> “If we say, ‘We will enter the city,’ then the famine is in the city and we will die there; and if we sit here, we die also. **Now therefore come, and let us go over to the camp of the Arameans. If they spare us, we will live; and if they kill us, we will but die.”**

<sup>5</sup> They arose at twilight to go to the camp of the Arameans; **when they came to the outskirts of the camp of the Arameans, behold, there was no one there.** <sup>6</sup> For the Lord had caused the army of the Arameans to hear a sound of chariots and a sound of **horses, even** the sound of a great army, so that they said to one another, “Behold, the king of Israel has hired against us the kings of the Hittites and the kings of the Egyptians, to come upon us.” <sup>7</sup> **Therefore they arose and fled in the twilight,** and left their tents and their horses and their donkeys, **even the camp just as it was, and fled for their life.**





- 2 Kings 7:8-9 When these lepers came to the outskirts of the camp, they entered one tent and **ate and drank, and carried from there silver and gold and clothes, and went and hid them;** and they returned and entered another tent and carried from there *also*, and went **and hid them.**”



Then they said to one another, “We are not doing right. **This day is a day of good news, but we are keeping silent;** if we wait until morning light, punishment will overtake us. Now therefore come, **let us go and tell the king’s household.”** 2 Kings 7:8



# The Real Deal?

## BURGER KING WHOPPER JR.

### ADVERTISEMENTS



### ACTUAL BURGER

- MOST ATTRACTIVE ANGLE
- WITH CHEESE
- SLIGHTLY FLUFFED UP



## McDONALDS BIG MAC

### ADVERTISEMENTS



### ACTUAL BURGER

- MOST ATTRACTIVE ANGLE







**If True,  
Who Knew**



- 
- **Who knew by our lives?**
  - **Who knew by our lips?**

**I USED TO BELIEVE IN  
FOREVER, BUT  
FOREVER IS TOO GOOD  
TO BE TRUE.**



**Winnie-the-Pooh**  
fictional bear created  
by A. A. Milne

*QuoteHD.com*



In life, there are many things that are *too good to be true*, but the Good News of Jesus Christ is

*All Good  
& All True*



*alisa hope wagner*  
[www.faithimagined.com](http://www.faithimagined.com)

- **Luke 1:18** Zacharias said to the angel, **“How will I know this for certain?** For I am an old man and my wife is advanced in years.” <sup>19</sup> The angel answered and said to him, **“I am Gabriel, who stands in the presence of God, and I have been sent to speak to you and to bring you this good news.** <sup>20</sup> “And behold, you shall be silent and unable to speak until the day when these things take place, because you did not believe my words, which will be fulfilled in their proper time.”

Good News



## Acts 8:12

But **when they believed** Philip preaching **the good news** about the kingdom of God and the name of Jesus Christ, **they were being baptized...**



# ***"The Slogan of the Savior"***