

Brand Values



Authentic

“Authentic” means we speak honestly – we’re straightforward and real. Our marketing should never sound market-y. We don’t make promises we can’t keep or cut corners that sacrifice our vision. If a problem arises, we own up to it quickly and truthfully. We stay true to who we are, even if it means losing viewers in the process.

We are:

Honest
Transparent
Factual
Humble

We are not:

Jargony
Deceptive
Trendy
Boastful



Intimate

"Intimate" means we engage with our audience in a one-on-one conversation. Picture a person in your mind – they're sitting across from you, sinking into a comfy leather chair. All you're doing is having a conversation (even in headlines) with this one person. We speak directly and personally: "Will we see you Sunday night?" vs. "Don't miss Sunday night!". The easiest way to be intimate is to use personal pronouns: "you/your/you're" and "we/our/us." These should be used whenever possible.

We are:

We / our

You / your

Conversational (one-on-one)

Engaging

We aren't:

"You guys"

Indirect

Impersonal

Shouting at people to pay attention



Disruptive

The Chosen is disruptive from the opening credits on — thirteen fish swimming against the current.

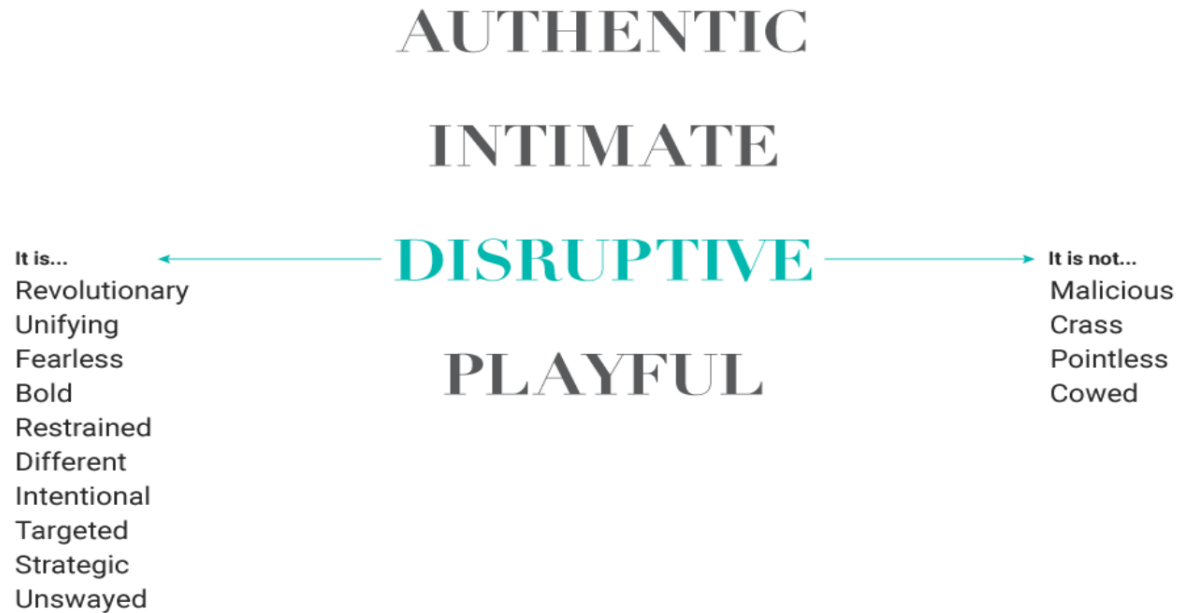
“Disruptive” means we are not bound by tradition; we are telling an old story in a new way. From our content and storytelling to our approach to fundraising and free streaming, *The Chosen* drips disruptiveness. We are forward-thinking – if there’s a new way to do something, we’ll give it a shot. Contrarian, but kind. We always keep one foot outside of our comfort zones and aren’t afraid to challenge the status quo.

We are:

Innovative
Rebellious
Unorthodox

We are not:

Traditional
Conforming
Cliche



Playful

Sometimes you gotta stir up the water. “Playful” means that we don’t take ourselves too seriously. *The Chosen* tells the story of Jesus and His disciples the way they were – human, with all of the quirks and personality that comes with it. Our humor is witty and relatable with just the right amount of snark. We are cheeky and warm, not vulgar or disrespectful.

We are:

Irreverent
Quirky
Disarming
Charming

We are not:

Tightly wound
Austere
Formal
Overbearing

AUTHENTIC

INTIMATE

DISRUPTIVE

PLAYFUL

It is...

Humorous
Easy-going
Mischievous
Egoless
Witty
Disarming
Irreverent

It is not...

Proud
Vulgar
Dishonoring