

**THE**

**5**

**WAY**

A watercolor illustration of two hands, one on the left and one on the right, holding a piece of paper. The hands are rendered in warm, earthy tones of brown and orange, with dark brown outlines for the fingers and palms. The paper they hold is also in these warm tones, with some darker brown spots and textures. The background is a light, textured white.

# A NOTE FROM DALLAS

Hey there...

When I first launched *The Chosen*, I just thought I'd be making a TV show. I had no idea Derral and I would eventually be co-founders of a company, and I certainly had no idea it'd become what it has.

Now that the show has grown and the opportunity to tell more stories has arrived, one of the great joys of the experience has been seeing people like you join the team.

Yes, we've had to grow up and operationalize and follow rules and do all the legal and business stuff companies do. But I never want us to lose sight of who we are and what we're trying to do.

And I definitely don't want to take for granted the privilege of working with you.

So we've put together this book just to help us all be on the same page.

Not everyone gets to have a job that they love and that allows them to be part of impacting the world. I truly hope that you enjoy and have purpose in your experience here, and I also hope that in ten years we're still doing the contents of this book largely unchanged. And I hope you're doing it with us.

Thanks for reading!  
Dallas

A watercolor illustration of two fish swimming in a circular frame. The fish are rendered in shades of blue and white, with visible scales and fins. The background is a light, textured wash of colors, suggesting water. The overall style is artistic and soft.

It's not your job to feed the 5,000. It's only your job to provide the

# LOAVES & FISH

# THE 5&2 WAY

The story of Jesus.  
Seven seasons.  
600 languages.  
A global phenomenon.

But, we're more than one show—  
we're a full studio, telling as  
many stories as we can.  
All inspired by the Bible.  
All pointing back to Jesus.

Stories like this don't spread by playing it safe,  
by doing what's always been done.  
So we don't follow the industry current—  
we swim against it.

The Chosen was funded by fans,  
fueled by our connection to them,  
and together we built a global community.

This is what impossible math looks like.  
A handful of storytellers, dreamers, and  
doers giving our best.

Our job isn't to feed the 5,000.  
Just to bring our loaves and fish.

*We're 5&2 Studios.*

# OUR HISTORY

2017

## **The big flop & little film that started 5&2.**

After the box office disappointment of *The Resurrection of Gavin Stone*, Dallas receives a life-changing message from a friend: "It's not your job to feed the 5,000, but only to provide your loaves and fish." His next project, *The Shepherd*—just a short film for his church—becomes a surprise hit and the inspiration for *The Chosen*.

2018

2019

## **Impossible math**

Thousands of people give millions of dollars, breaking a crowdfunding record to fund the first season. And when Dallas and the team decide to give the show away through The Chosen app, fans choose to willingly "pay it forward" so that others can watch it for free.

2020

## **New season, new location**

Securing crowdfunding and access to a massive Jerusalem set in Utah lets us grow into the first multi-season show about the life of Jesus. Thousands of fans not only give, but join us as extras for the big Sermon on the Mount season finale.

2021

## **1st century construction**

Generous donors fund the building of our own film campus in Texas, enabling us to tell the greatest story with greater authenticity, creative control, and production value.

2022

**Come and See**

is founded to fund, translate, distribute, and keep *The Chosen* free for the world to see.

2023

**Halfway there**

Season 4 brings us to the exact midpoint of our 7-season series. Miracles happen on screen and off as we portray the raising of Lazarus, but also receive permission to film during a writers' strike that shuts down the industry.

2024

**The Last Supper**

Season 5 depicts the critical days leading up to Jesus' arrest including his Triumphal Entry, Last Supper, and agony in Gethsemane. Both the production and global release scale up to convey the historical significance of these events.

2025

**5&2 Studios**

officially launches to thousands of fans at our Chosen Insiders Conference (ChosenCon) as we announce the move from one show to an expanded universe of projects including *The Chosen Adventures*, *Joseph of Egypt*, *The Way of The Chosen (Acts)*, and *The Book of Moses*.

2026

**The Crucifixion**

5&2 does the hardest work we've ever done, capturing the sufferings and death of Jesus and filming the crucifixion as a major motion picture in Matera, Italy.

**The Chosen takes over Times Square**

with Annie Leibovitz's original Last Supper artwork.

**Lionsgate**

becomes *The Chosen's* global distributor, opening the door to new audiences around the world.

**Prime Video**

becomes the official streaming home of *The Chosen*.

# OUR CULTURAL MAXIMS

If our values are how we show up in the world as a brand, our 5+2 Maxims dictate how we work as a team. They're non-negotiable—think of them like DNA markers that define who we are.

## **1. We're fanatical about our fans.**

We wake up every day thinking about how to super-serve our fans. From BTS to social to our distribution model, we make every decision with them in mind. Not only have they funded every season, they've spread it to the ends of the earth.

## **2. We think outside the boat.**

A crowdfunded series...about the gospel? A TV show...in theaters? Jesus...winks? Yep, disruption is in our DNA. *The Chosen* pushes the boundaries of what's possible with biblical storytelling—and we channel that same spirit into our daily work.

## **3. We steward a uniquely exceptional brand.**

*The Chosen* means a lot to a lot of people. Like, *a lot* a lot. There's nothing quite like it in the world today. We have been entrusted with the incredible privilege—and the incredible responsibility—to present this story to the world. So every moment matters. Every word matters. Every pixel matters. We won't be perfect, but we always give our best to get it right.

## **4. We don't compromise the creative.**

The authentic, human storytelling of *The Chosen* combined with the show's incredible production value has connected with people around the world. We'll never-ever-never let anything interfere with our standard of creative excellence, whether it's a huge new trailer or a random social post on Tuesday.

## **5. We win—and lose—as a team.**

A single moment of the show requires *hundreds* of people to make it happen. So we are unexpectedly generous when delivering praise and assigning credit—and quick to look in the mirror to take responsibility. This attitude of humility has helped carry our team through the roughest storms.

## **6. We value speed, responsiveness, and honest feedback.**

In order to keep pace with the show's growth curve, we are often required to move at breakneck speed. Since we're 100% remote, that means we practice the art of over-communication. We're also naturally curious, so we work with a growth mindset—we love a good question as much as a good answer, always taking the time to ask, “Why?”

## **7. We take our work seriously...without taking ourselves too seriously.**

It's just a TV show, after all. We aren't a church and we certainly aren't the source material—we simply point people to it. That's why “playful” is such an important component not only of our brand, but our working culture.



# OUR SACRED WORDS



## **Loaves and Fish / 5&2**

Our official anthem and the core of our brand.

## **Red Sea Moments**

Sometimes God brings us to the edge of the Red Sea...



## **Impossible Math**

It's not our job to feed the 5,000.

## **Bible Preach**

The Chosen is not the end game, after all.





***Get used to different.***

# THE 5&2 BRAND

From day one, Dallas and Derral were extremely intentional about how *The Chosen* would show up in the world. They carefully crafted our brand piece by piece—as Dallas often says, “Every word matters.”

Now, we’ve been entrusted with that brand.

A brand isn’t just a logo or a social media post; **it’s what people feel** when they hear “5&2 Studios” or “The Chosen.” It’s the core of who we are and how we act.

Each one of us plays a vital role in that process—how we show up in the world matters. Our strength lies in the intimate connection we’ve built with our fans. every time we ask a fan to follow us, buy a ticket, or spread the word, they say “yes” because they trust and care about what our brand means to them.

Please take time to review the next section thoughtfully. Don’t miss the QR code for our Brand Guide—it’s an essential, in-depth resource with real-world examples you can learn from.





# OUR BRAND VALUES

**We are human and *always* one to one.  
We swim against the current, and stir  
up the water.**

## **Authentic**

We're straightforward and real — our marketing never sounds market-y. We don't make promises we can't keep or cut corners that sacrifice our vision.

## **Disruptive**

We think outside the boat. We're thirteen fish swimming against the current. Telling the oldest story in the freshest way. We might be contrarian, but we're always kind.

## **Intimate**

Every conversation we have is really just a one-on-one convo. Sharing an anecdote on a cozy sofa. Write for the one. Create for the one. Design for the one. Market to the one.

## **Playful**

Sometimes you gotta stir up the water. The show tells a very human story, and our brand should reflect that—quirks and all. We are cheeky with a little snark, but never cynical.

***I was one way and now I am completely different. And the thing that happened in between was Him.***



# OUR SOCIAL MEDIA PHILOSOPHY

## Always On. 24/7.

We have no greater asset than word of mouth marketing from our fans. It's a massive, devoted fan base — a global community that's engaged around the clock, attentive, and proud to be ambassadors of *The Chosen*.

### What We Do:

**Post constantly.** To deepen connection, spark conversation, and keep momentum going even in the off seasons so we're not starting from scratch when launching something. Every post fuels word of mouth, which is our most powerful tool.

**Share the process.** Few (if any) shows pull back the curtain like we do. Our behind-the-scenes content is unmatched — and intentional.

**Lead in community engagement.** Hitting "post" isn't the end — it's the start. Our team stays active in comment sections 24/7, both on our own pages and on positive fan and media posts. We're everywhere — intentionally present and always engaging.

**Love to disrupt.** We post bold, unexpected content — and we're not afraid to lean into or leave disruptive comments when it serves the story.

## Handling Negative Feedback

### Don't delete.

Keeping criticism visible shows confidence and authenticity.

### Turn friction into fuel.

Negative comments spark curiosity and drive engagement.

### Respond with grace.

Our tone models how to handle conflict — assertive but calm.

### Teach through tension.

Objections become opportunities to clarify our mission.

### Let haters build loyalty.

Pushback often unites supporters and strengthens community.

# OUR GIFTS PHILOSOPHY

## Why do we sell gifts (and not merch)?

### To Start Conversations

Nothing has spread The Chosen to more people than **word of mouth**. From our earliest days as a crowd-funded show, we've relied on friends telling friends (and strangers, too)—we help jumpstart those convos when fans badge themselves with our gifts.

### To Go Deeper Into The Story

We've always said the book is better than the TV show, so we offer gifts that help people go deeper. Sometimes that's as simple as a single line from the show on your morning coffee mug—literally a reminder to “Look up.”

### The Chosen Gifts: What They Ain't

We don't just slap Bible verses on stuff or talk like a corny church marquee. If it looks like it came from the cover of a Christian movie, it ain't us—and we leave those scripty font sayings in the home decor section.



### Your Typical “Faith-Based” Stuff

Sappy & Sentimental

Empty & Cliched

Preachy, Churchy, or Cheesy

A man with dark, curly hair and a beard, wearing a textured, brownish garment and a red scarf, is shown in a primitive setting. He is holding a long, thin object, possibly a spear or a tool. The background consists of dark, horizontal wooden planks. To the left, a red, textured object hangs on the wall. To the right, there are coiled ropes and a long, thin pole. The entire scene is framed by a watercolor-style border with various colors and textures. The text "People must know." is written in a bold, italicized font in the bottom right corner.

***People must know.***

**Remember, it's not your job  
to feed the 5,000.  
It's only your job to provide the  
loaves and fish.**

**5**