

# Is this it?

The Alpha course had been attended by over 2 million people in the UK and over 8 million worldwide. We were briefed to develop a campaign for the 2008 recruitment drive based around the theme of “if you could ask God one question, what would it be?”. We created a series of hard-hitting typographical concepts focusing on the key questions that previous alpha course attendees asked. A range of above and below the line communications were produced, including on and offline advertising, print, screen savers and outdoor advertising.

“SO WHAT  
HAPPENS  
NEXT?”

“AM I  
TALKING TO  
MYSELF?”

“WHAT’S  
IT ALL  
ABOUT?”



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Think UP  
THIS WAY