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“Reflections of Christ” Launches with BTHtwo

OREM UTAH – Tuesday, November 18th, 2008

When the Reflections Media Group of Arizona came to us for help in launching their first project, “Reflections of Christ”, we jumped at the opportunity. “Reflections of Christ” features the fine art photography of Mark Mabry, who re-creates twenty-five authentic, meridian-of-time scenes from the life of Christ, from the Nativity to His death and Resurrection. We were hired in October to design custom packaging for the retail and online sale of the photographic prints, as well as the concept and design of the “Reflections of Christ” website and online store.

We gained insight for the project from many of the items being promoted. The DVD of the “Reflections of Christ” project highlights Mark Mabry’s journey to recreate and photograph the life and ministry of Jesus Christ through the incredible cinematography of Cameron Trejo. Taking in the behind-the-scenes action and passion of the project became the inspiration to our creative design for the promotion. “Reflections of Christ” has been enthusiastically received with over 250,000 unique visitors through the retail channel, online and on-location exhibits.

