



**Bold +
Meaningful:**
How Come Near
Won Attention at
the Super Bowl
Without
Being Louder



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COME NEAR

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Insights Lab

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Highlights

Research Journey

Our mission
is to invite all people
one step closer
to the authentic Jesus
from wherever
they are

Identified
natural curiosity
to spirituality

These two ideas together told us
we had to approach our research ***holistically***

***We couldn't focus on
just Christians or just skeptics...
the focus was on EVERYONE***

WHERE WE STARTED

Inspired by Data,
Grounded
by Mission

70%

EXPRESS
SPIRITUAL
CURIOSITY

SEGMENTATION STUDY

Building the Infrastructure



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We embarked on studies that started out LISTENING TO REAL PEOPLE

Hearing intimate personal stories and faith journeys led us to creating an empathetic segmentation perspective



We approach the world on a human level

Identifying unmet needs, personal outlook, and belief systems empirically – then determine people's openness to learning and evolving their understanding of themselves and their beliefs

IDENTIFY TARGET

Data Drives Strategy



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This segmentation is about PEOPLE more than BEHAVIOR

Segments created based on spiritual beliefs, practices, expressed curiosity, and openness to learning more about Jesus



9 distinct segments emerge...

SEGMENT 7

becomes focal point

Illustrating the largest gap between curiosity & proximity to Jesus

This allowed us to build out a specific brief for a newly identified group, rooted in insight

*Once we identified Segment 7,
we started a deep investigation of their
spiritual needs*

Through multiple iterative research studies,
we continue to develop and evolve
a fluid understanding of our neighbors

1	SEGMENT PROFILING	N = 5012	Feb 2025 – June 2025
2	ETHNOGRAPHY & ANTHRO	N ~ 170	April 2025 – May 2025
3	TRUST STUDY	N = 1743	July 2025 – January 2026
4	ONLINE COMMUNITY THE TABLE	N = 1000	June 2025 – March 2026
5	TRACKING STUDY	N = 17,126	June 2025 – Feb 2026 (monthly)

DIGGING DEEPER

Understanding our Neighbors

VIDEO

Neighbors



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ACTIVATION OF INSIGHTS

Making It Real, Driving Toward SMART Goals

From there, we had clear next steps



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develop **Brief** for our creative teams to reference

Audience Brief

This document outlines the strategic direction and core audience insights that offers a clear view of Come Near's target audience - who they are, what they can meaningfully engage them.

Bio

"Hi, I'm Morgan. I'm 35. In a semi-serious relationship at the moment, but not it's going or about to end to go. I've got a couple of close friends, but they're my tightest relationships were all scattered after college.

Seems like these should be the best years of my life. But they often don't feel that way. I'm really complicated. And hard. And I'm being totally honest, it's actually overwhelming right now. I'm working 40+ hours per week as a data analyst, and I think about it, because I was always into art in school. The job is good, but mundane and empty, and I'm struggling to balance the job, my relationship, and all social life. Feels like my ambitions and dreams have been deferred and like all on my own.

I have been getting up early and coming out ten minutes in the morning to me mind. Following a jog on YouTube who inspired me and experimenting with it and inspire to help me be more present and grounded. Definitely helps the chaotic. It's not really a religious thing, although I guess it feels really spiritual tapping into an energy or a higher power in the stillness.

Even with the meditation, I feel grounded-like I'm getting by, but not fully it. And just don't know what to do to change that. I'm open to exploring just different spiritual influences, but I need it to feel genuine, not like the religion is looking for something that feels more real."

Key Demographics

- Gender:
 - Balanced gender distribution
- Marital Status:
 - 40% Married, WSO
- Annual Income:
 - \$75K + 68%
 - \$70 - \$140K + 23%
 - \$70K+ + 6%
- Born in USA:
 - 26%
- Age:
 - 59% are 18-44
 - 16-24 + 13% (Gen Z)
 - 25-34 + 21% (Younger)
 - 35-44 + 25% (Older Mill)
 - 45-54 + 12% (Younger)
 - 55-64 + 18% (Older X)
 - 65+ + 11% (Older)
- Ethnicity:
 - 68% Caucasian
 - 17% Hispanic
 - 11% AA
 - 7% Asian
- Media Consumption:
 - YouTube 84%
 - Facebook 80%
 - Instagram 60%
 - TikTok 35%
 - Twitter 30%
 - Pinterest 3%

Spiritual Insights

Spiritual Insights	Spiritual Desires	Spiritual Obstacles
Experience First They want what they can feel. Sensory and personal experiences are key. Curiosity. Loved experiences. Trusts authority; logic explains non-belief but doesn't inspire faith.	Community (friendship)	Cynicism religion is of Jesus His ways
Open & Ready They're spiritually curious but emotionally guarded. Open to spiritual ideas, but not necessarily receptive to the gospel or Christian doctrines.	Building Principles vs. Rules	Seeing as Christian knowable
Intelligent & Jesus, Not Institutional religion Jesus draws interest-when unfiltered from church baggage.	Desire spaces where people of all backgrounds feel seen, safe, and free to show up as they are. "Love us as we are, not as you want us to be."	Cynicism religion is "Jesus vs utilitarian

Current Views of Jesus

- Human but divine, not God in terms of humanity
- Revolutionary (disruptive of the status quo in his time)
- Influential (powerful historical figure)
- Institutionally adjacent (symbol of a religion that does not seem like him)

Success Metrics

We will measure success by tracking:

- "Openness to hearing more about Jesus" (tracking and stories) (Survey Tracking Study)
- SMART Goal (x1) left in top-2 box among those who are aware of our project.

Traits & Outlook

- Intellectually Curious.** Deeply curious about big questions around life and spirituality.
- Overwhelmed, Burdened.** Feel scattered by the complexities and chaos.
- Desire to make their mark in the world,** but lack clear sense of purpose.
- Presentable, Guarded.** Assume deliberate posture to avoid being wrong.
- Internalize societal stress and conflict.** Worried, outlook, political, technical reactivity and fear-related personality.
- Desire to explore more than tradition.** They value authenticity and intellectual curiosity over surface-level traditions, ideas, or dogma.
- Slightly wounded, scarred.** Hold onto past traumas (and frustration and/or anger stemming from judgement, hypocrisy, and even abuse we've endured). Hesitant to engage with traditional faith.
- Disillusioned with Both Secular and Religious Life.** Growing increasing skepticism and starting to question whether there's a deeper truth to explore.

Problem Statement

I often feel overwhelmed, disconnected, and uncertain about my purpose in this life. I'm searching for peace and clarity, even if for a brief moment. I crave authenticity-something real that resonates with me at a heart level. I'm spiritually curious and open to new things, but skeptical of traditional religion. I believe there is more to life than just existence and consciousness, and I enjoy exploring what's out there, but I'm unsure of how or where to find what's real in a sea of endless choices and chaos.

One Step Closer

From Awareness	To Openness
Jesus is not pertinent to my daily life and/or I symbolize ideas that are incongruent with my beliefs (doctrines, ignored, misunderstood)	I'm open to learning/hearing more about Jesus. I'm beginning to wonder if Jesus has more for me than I originally thought.

Authentic Jesus Design Principles

Theological Principles Guiding our approach:

- Proximity:** God comes near (Incarnation) John 1:14. Jesus is personal and particular. Jesus knows humanity. Jesus is God. God is like Jesus. He is not far from any one of us. It is in him we live and move and have our being (Acts 17:27). Jesus makes sure to interact our path and is closer than you realize.
- Humanity/Authenticity:** All human beings are made in the image of God and Jesus is the exact imprint of God's nature (Hebrews 1:3). In a culture confused by technology and ideology... Jesus is the true human (Second Adam). Don't look on our humanity in Jesus to meet us in our deepest needs with human touch, human compassion and human love - in a humanity filled with the spirit of God.
- Love/Compassion:** Jesus is Love 1: John 4:8. Jesus sees hearts, needs and questions and that true form of deep seeing moves him. Many times in the gospels, Jesus looks/loves and is moved with compassion (which means he feels more for others in his gut). What moved with compassion Jesus then moves to meet a concrete need.
- Reality:** Jesus brings Beauty and Wonder out of Chaos (Creation). Jesus uses the beauty, good, true and beautiful in us and our world to point people to a better story. Jesus taps into the deeper longing beauty provides in to to reveal a deeper reality about God, giving way to wonder.
- Spiritually Wounded:** Jesus carries the wounds of irregular power and religious institutional down along with betrayal and abuse. He is wounded still, our wounds find a home in his.
- Truth and Meaning:** Truth is not an abstract idea, principle or proposition, it is a person. Jesus as the Truth invites us to a relational "knowing" that we experience as meaning creating freedom.

ACTIVATION OF
INSIGHTS

Making It Real, Driving Toward SMART Goals

*From there,
we had clear next
steps*



develop **Brief**
for our creative teams to reference



deploy **Smart Goals**
to gauge success of research & marketing programs



CY2025
increase openness
to **hearing more** about
Jesus' teachings and
stories

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2026 *Campaign*
broadcast *He Gets Us 2026* during Super Bowl

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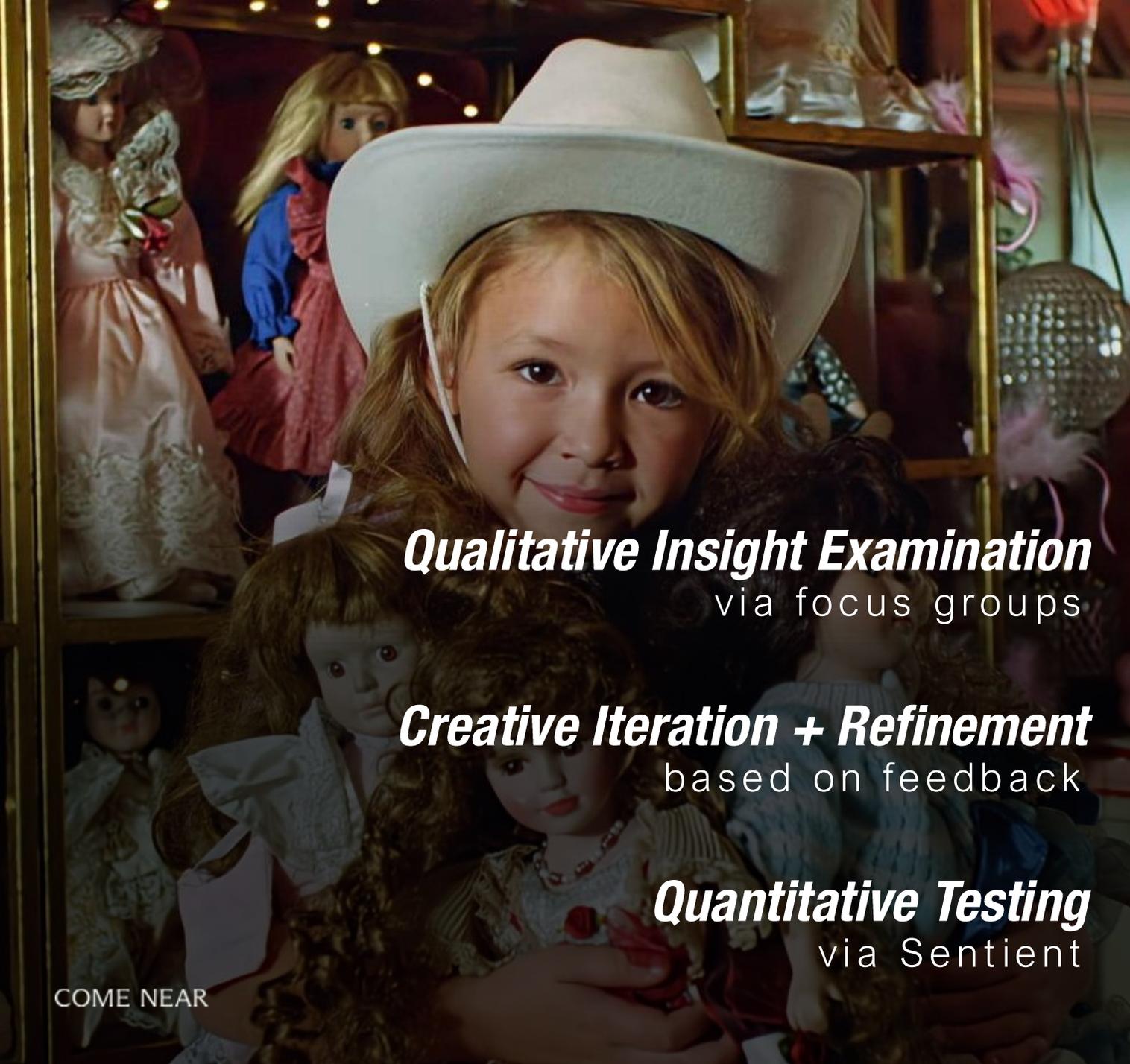


VIDEO

He Gets Us ad



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Qualitative Insight Examination
via focus groups

Creative Iteration + Refinement
based on feedback

Quantitative Testing
via Sentient

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CREATIVE TESTING

Breaking Through

with Relevance & Meaning



As we worked through creative, we also developed a testing roadmap

DESIGNING
ONE STEP CLOSER

Ongoing Programs

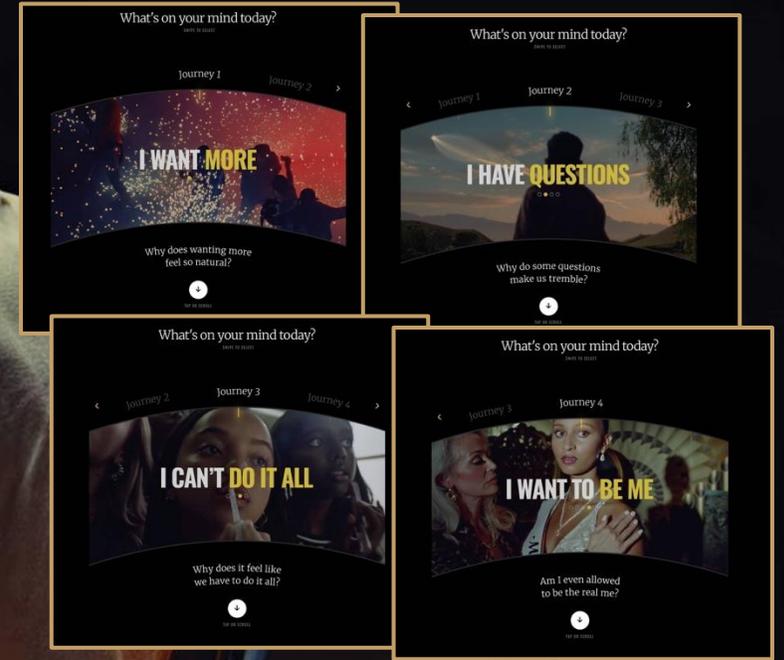


Based on insights from the iterative research, we **evolved** *HeGetsUs.com experience* to pick up where campaign content leaves off



This approach takes our neighbors through **self-guided, personalized spiritual experiences**

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RESULTS

One Step Closer, Moving Forward

*Openness to hearing more about
Jesus teachings and stories*



SIGNIFICANT INCREASE



FROM HE GETS US
TRACKING STUDY

*Those aware of He Gets Us aware show
significant openness to hearing more
about Jesus's teachings and stories*

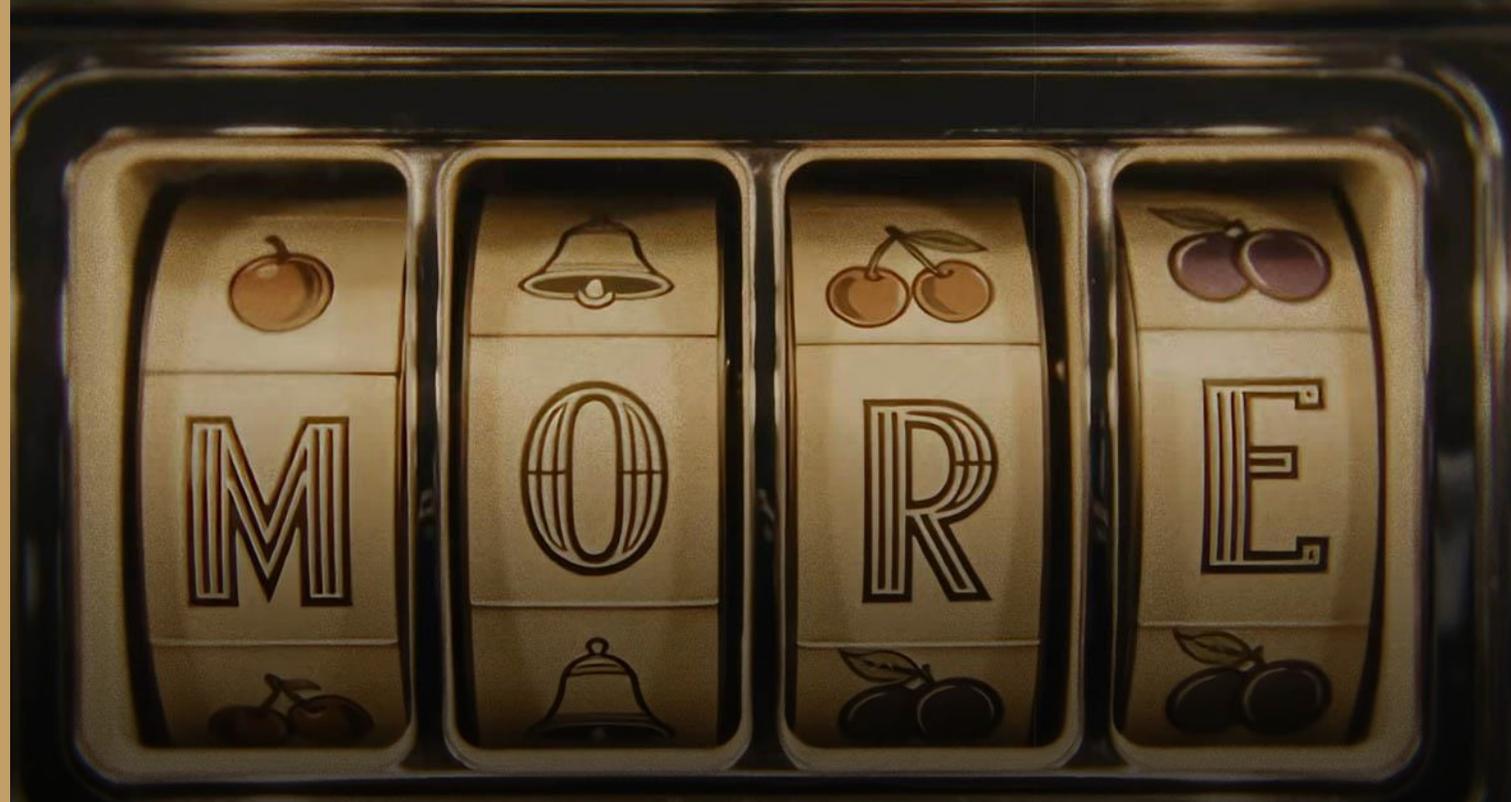


FROM
New York Times

*Ranked 4th most popular
Super Bowl ad **

* <https://www.nytimes.com/2026/02/06/arts/television/super-bowl-ads-ranked-2026.html>

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Questions?

Thank you