



VATICAN NEWS

VIDEO TRANSCRIPT

SPK
With billions of Catholics across the globe, the Vatican is the world's largest living community

SUPER
BILLIONS OF CATHOLICS
1 COMMUNITY

SPK
But how do you connect such a widespread community?

SPK
And how do you make sure that they all hear the same message?

SUPER
ONE MESSAGE

SPK
The Vatican Secretariat of Communications worked with Accenture to unite hundreds of journalists, 40 languages and 3 editorial teams on one platform – The Vatican News

SUPER
40 LANGUAGES
3 EDITORIAL TEAMS
ONE PLATFORM

SPK
We created a digitally enabled content channel, a consolidated social media presence and a redesigned visual identity

SUPER
CONTENT DISTRIBUTION
SOCIAL MEDIA
VISUAL IDENTITY

SPK
The result?

A new way to hear the voice of the Pope

SUPER
1 CHURCH
1 MESSAGE
ON ANY DEVICE

SPK

Wherever you are in the world, whatever device you are using

One church, one message

The Vatican News

SUPER
ONE CHURCH
ONE MESSAGE
VATICAN NEWS

SUPER
NEW APPLIED NOW

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