

Common Advertising Themes

- Discontentedness

Philippians 4:11,12 (NKJV)

“Not that I speak in regard to need, for I have learned in whatever state I am, to be content: I know how to be abased, and I know how to abound. Everywhere and in all things I have learned both to be full and to be hungry, both to abound and to suffer need.”

I Timothy 6:6-8 (NKJV)

“Now godliness with contentment is great gain. For we brought nothing into this world, and it is certain we can carry nothing out. And having food and clothing, with these we shall be content.”

Hebrews 13:5 (NKJV)

“Let your conduct be without covetousness; be content with such things as you have. For He Himself has said, “I will never leave you nor forsake you.””

Common Advertising Themes

- Discontentedness
- Materialism

Mark 8:36,37 (NKJV)

“For what will it profit a man if he gains the whole world, and loses his own soul? Or what will a man give in exchange for his soul?”

Luke 12:15 (NKJV)

“And He said to them, "Take heed and beware of covetousness, for one's life does not consist in the abundance of the things he possesses."”

I Corinthians 6:9-11 (NKJV)

“Do you not know that the unrighteous will not inherit the kingdom of God? Do not be deceived. Neither fornicators, nor idolaters, nor adulterers, nor homosexuals, nor sodomites, nor thieves, nor covetous, nor drunkards, nor revilers, nor extortioners will inherit the kingdom of God. And such were some of you. But you were washed, but you were sanctified, but you were justified in the name of the Lord Jesus and by the Spirit of our God.”

Matthew 19:16-22 (NKJV)

“Now behold, one came and said to Him, "Good Teacher, what good thing shall I do that I may have eternal life?" So He said to him, "Why do you call Me good? No one is good but One, that is, God. But if you want to enter into life, keep the commandments." He said to Him, "Which ones?" Jesus said, "'You shall not murder,' 'You shall not commit adultery,' 'You shall not steal,' 'You shall not bear false witness,' 'Honor your father and your mother,' and, 'You shall love your neighbor as yourself.'" The young man said to Him, "All these things I have kept from my youth. What do I still lack?" Jesus said to him, "If you want to be perfect, go, sell what you have and give to the poor, and you will have treasure in heaven; and come, follow Me." But when the young man heard that saying, he went away sorrowful, for he had great possessions.”

Ecclesiastes 5:10 (NKJV)

“He who loves silver will not be satisfied with silver; Nor he who loves abundance, with increase. This also is vanity.”

A large billboard stands against a bright blue sky filled with scattered white clouds. The billboard is a simple rectangular structure with a grey metal frame and a single white panel. The text on the billboard is centered and presented in a clean, black, sans-serif font. The overall scene is bright and clear, suggesting a sunny day.

Common Advertising Themes

- Discontentedness
- Materialism
- Hedonism

II Timothy 3:4 (NKJV)

“traitors, headstrong, haughty, lovers of pleasure rather than lovers of God,”

Luke 8:14 (NKJV)

“Now the ones that fell among thorns are those who, when they have heard, go out and are choked with cares, riches, and pleasures of life, and bring no fruit to maturity.”

Ecclesiastes 2:1,2 (NKJV)

“I said in my heart, “Come now, I will test you with mirth; therefore enjoy pleasure”; but surely, this also was vanity. I said of laughter-
“Madness!”; and of mirth, “What does it accomplish?””

Common Advertising Themes

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- Hedonism
- Pride

I Timothy 6:17-19 (NKJV)

“Command those who are rich in this present age not to be haughty, nor to trust in uncertain riches but in the living God, who gives us richly all things to enjoy. Let them do good, that they be rich in good works, ready to give, willing to share, storing up for themselves a good foundation for the time to come, that they may lay hold on eternal life.”

Romans 5:8 (NKJV)

“But God demonstrates His own love toward us, in that while we were still sinners, Christ died for us.”

James 2:5 (NKJV)

“Listen, my beloved brethren: Has God not chosen the poor of this world to be rich in faith and heirs of the kingdom which He promised to those who love Him?”

Common Advertising Themes

- Discontentedness
- Materialism
- Hedonism
- Pride
- Lust/Lasciviousness

Proverbs 6:23-29 (NKJV)

“For the commandment is a lamp, And the law a light; Reproofs of instruction are the way of life, To keep you from the evil woman, From the flattering tongue of a seductress. Do not lust after her beauty in your heart, Nor let her allure you with her eyelids. For by means of a harlot A man is reduced to a crust of bread; And an adulteress will prey upon his precious life. Can a man take fire to his bosom, And his clothes not be burned? Can one walk on hot coals, And his feet not be seared? So is he who goes in to his neighbor's wife; Whoever touches her shall not be innocent.”

Matthew 5:28 (NKJV)

“But I say to you that whoever looks at a woman to lust for her has already committed adultery with her in his heart.”

I Peter 4:3,4 (NKJV)

“For we have spent enough of our past lifetime in doing the will of the Gentiles--when we walked in lewdness, lusts, drunkenness, revelries, drinking parties, and abominable idolatries. In regard to these, they think it strange that you do not run with them in the same flood of dissipation, speaking evil of you.”

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- Pride
- Lust/Lasciviousness
- Suggestive Material

Ephesians 5:3-5 (NKJV)

“But fornication and all uncleanness or covetousness, let it not even be named among you, as is fitting for saints; neither filthiness, nor foolish talking, nor coarse jesting, which are not fitting, but rather giving of thanks. For this you know, that no fornicator, unclean person, nor covetous man, who is an idolater, has any inheritance in the kingdom of Christ and God.”

Matthew 12:35-36 (NKJV)

“A good man out of the good treasure of his heart brings forth good things, and an evil man out of the evil treasure brings forth evil things. "But I say to you that for every idle word men may speak, they will give account of it in the day of judgment.”

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