

Is It OK to Use Jesus as a Marketing Tool?

Selling products in the church isn't anything new. Books and Bibles, teaching resources, T-shirts, media programming and more, have been done for decades.

But here's something new—HeartOMG—what appears to be a secular company using church images and ideology to sell fashion—rather skimpy products in some cases. Take a look at the “Worship Crew” shirts, or the Third World relief work photos to advertise their clothing.

What do you think? Is co-opting the work of the church to sell secular stuff going too far? Should Christians be offended? Or is it the end result of what the church has been doing for too long?

After all, some would say the church has been using similar tactics in an effort to be hip and relevant, so we shouldn't criticize this.

Phil Cooke is a media consultant focused mainly on the Christian market, as well as a vocal critic of contemporary American and American-influenced Christian culture. [Click here to visit his website.](#)

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