

September 15:

Series: Why Do You Buy That?

Message: #2: Who Are You?

Scripture: John 6:16-7, various

Blurb: What do you find really satisfying? As you reflect on your life, do you find yourself running from thing to thing to find value and happiness? Are you growing weary of constantly seeking? Jesus said only He can satisfy your inner craving. Come this Sunday to discover how you can give Him a try to bring you inner wholeness.

Kids: “Why Did You Buy That?” Bidding Game with 3 contestants, including kids -Andrew

Memory Verse: “God satisfied the one who was parched with thirst, and He filled up the hungry with good things!” -Psalm 107:9

This Sunday we'll celebrate **Holy Communion**, even though it is not our regularly scheduled week. Come experience Jesus as the Bread of Life!

Opening Song: *Hymn Sing* - Sanctify

Welcome: -Pastor David

Memory Verse: “God satisfied the one who was parched with thirst, and He filled up the hungry with good things!” -Psalm 107:9

Greeting Time:

Worship Music Set: *Rejoice*
Lift High the Cross
Your Love Defends Me
Worship Prayer - Andrew

“Why Did You Buy That?” Bidding Game with 3 contestants, including kids -Andrew

Message: “Why Do We Buy That” #2: Who Are You?

Bumper Video: Wendy’s “Where’s the Beef?” “You’re Wendy’s kind of people.”
<https://www.youtube.com/watch?v=U80ebi4AKgs> (33 seconds) (1984)

PP#1: *Image for Wendy’s commercial “Where’s the Beef?”*

That is one of the most famous and beloved TV commercials of all time. In 1984, Wendy's wanted to take on the "big boys" McDonalds and Burger King. So, they had three little old ladies analyzing what they innocently called "Big Bun Burger." The commercial hinged on the lady on the right, 4-foot-10, 82-year-old Clara Peller as a no-nonsense, feisty, irascible character. She looks around and quickly sums up the core issue, bluntly asking the question *we* want to ask, but the other two sweet ladies are too nice to ask. Perhaps 'hangry' would describe Clara!

The commercial became an instant hit and her 'hangry' question became a catchphrase across the country. It's a phrase I still say from time to time!

Do you see the use of classic marketing? Superior product, better than others: point out what's inferior with what they offer. Clara Peller embodied the irritation we feel when we don't have what we want. Advertising points out what you lack, and how you lack happiness. You want happiness? Purchase *this* product. And did you hear it? "Wendy's kind of people" don't have to ask the question. They have full, beefy burgers. And they are satisfied and content. They are happy!

PP#2: "Why Do We Buy That" #2: Who Are You?

"God satisfied the one who was parched with thirst, and he filled up the hungry with good things!" -Psalm 107:9

This fall, for our message series, we're looking at TV commercials. Commercials are a way for us to see into the culture in which we live. Our culture is always molding, shaping, teaching us. As Jesus-followers, we want to be aware of how our culture is affecting us, but we also admit that what our culture sells us really doesn't work. Jesus offers an alternate way of life. We choose something different, and, as disciples making disciples, we offer that alternative to others around us who are struggling, too. Commercials capture our culture's incessant seeking of what will make us happy, what will satisfy. They identify our hunger for more. But they don't offer the true answer.

"Why Do We Buy That?" "Who Are You?" Psalm 107:9 "God satisfied the one who was parched with thirst, and He filled up the hungry with good things!"

The commercial was a smashing hit, and they made more. For their third commercial, Wendy's put Clara Peller in a big, old, car and sent her driving around to the competitor's drive-throughs. (You'll notice the allusions to McDonalds and Burger King.) This has got to be one of my favorite commercials *of all time!* I still laugh when I see it...Cassi overheard me chortling in the office this past week when I was reviewing it. Its so good. Take a look.

Video: https://www.youtube.com/watch?v=idnwh6iDnXA&list=PLfygclcRN4y4QAq8_VEI5_vEBiljeSwW_&index=2 (29 seconds) (1984)

PP#3: *Image for tons of people staring at a commercial, or sign, or some kind of ad.*

Now, sometimes culture gets it right. And we can use that to make connections with others and have conversation starters. In this commercial, for example, we accurately see a person who is not happy when let down by other products. We are like Clara. We are fed up with what we have, and we go around seeking what's real, what's satisfying, what delivers.

These commercials were a huge success. Wendy's reported a 35% sales increase in the following year. It created thousands of "Wendy's kind of people." Somehow, they connected to the hunger we all have inside, and maybe not just for beef we eat, but perhaps for good products, perhaps for satisfaction, perhaps for what matters in life.

Thirty years later, when Wendy's launched a new, beefier burger a couple of years ago, they did a throwback to this iconic commercial. Take a look.

Video: <https://www.youtube.com/watch?v=wU2EVsGJUic> (30 seconds) (2011)

PP#4: *Image of Betty White eating a Snicker's bar in the TV commercial.*

See? We're they guy wearing the T-shirt. He's cool, with his retro shirt, with the relevant question we're still asking: again, not just about burgers, but about life itself. Where's the beef?

Speaking of hangry, Mars candy company really went after this cultural searching in their Snickers ad campaigns. Their tagline? "Snickers really satisfies." For the 2010 Superbowl—the Superbowl is the premiere for the best commercials—Snickers went back and grabbed another little old lady to launch their new advertising campaign. Betty White had been a TV star from the '40s and '50s. She had her own show in the '70s. But it was in *Golden Girls* in the '80s that she landed her biggest role, playing a Minnesotan! But, by 2010 she was long retired and largely forgotten.

So, Snickers brought her out and put her in a commercial to really make their big point. Take a look.

Video: https://www.youtube.com/watch?v=c4WorCP_D9s&pbjreload=10 (29 seconds) (2010)

PP#5: *Image of Snickers candy bar and the tag line, "Snickers really satisfies!"*

Trying to play football, but without enough energy: how can you play when you're 'hangry,' and running on empty? How can we, you and I, be effective at work, or at home, or get what we need to get done, when we're dragging? We're like Betty White trying to play football. But the Snickers changes her back into the young, strong, on point player he's supposed to be. Did you hear the message? "You're not you when your hungry." Well, Snickers has made a ton of these commercials, starring many more famous personalities.

So, why do we buy that? Well, because culture got it right! We're not us when we're hungry! We're not us, when we are empty, and dry. We know what that is! Not just about hungry stomachs, but about hungry lives! We are hungering for what's real. We are searching for satisfaction. We know what it's like to be empty inside...that's our reality!

Snickers, we know, will only satisfy the attack of the munchies. Our message, church, that we share so urgently, is that our deeper hunger is only satisfied by Jesus!

Now, did you know that Jesus used these commercials—"Where's the beef?" and "Snickers really satisfies"—back in His day? Well, He didn't *literally* use these commercials. But He used this connection between stomach hunger and soul hunger. Turn to John chapter 6.

PP#6: John 6

1-15 Jesus feeds the 5,000

16-25 Jesus walks on water

26-71 Jesus is the Bread of Life

The chapter begins with thousands of people following Jesus because they are hungry for His words of life. And He teaches them that God's way is the only way to satisfaction, the only way to joy, the only way to abundant life. And then, He performed a miracle to prove His teaching was true.

Jesus feeds them all physical food to help them make the connection that, just as He supplied their physical need, so He supplies their spiritual need. He fills them on the inside!

Then, in verses 16-25, Jesus walks on water. Jesus is able to do *more than* the physical realm. He controls the physical world, and so we can trust Him to fill us spiritually.

PP#7: John 6:26-71, various (CEB)

27 Don't work for the food that doesn't last but for the food that endures for eternal life, which the Human One will give you. God the Father has confirmed Him as His agent to give life."

28 They asked, "What must we do in order to accomplish what God requires?"

29 Jesus replied, "This is what God requires, that you believe in Him whom God sent."

Then, verse 27, Jesus says, "'Don't work for the food that doesn't last but for the food that endures for eternal life, which the Human One will give you. God the Father has confirmed Him as His agent to give life.' They asked, 'What must we do in order to accomplish what God requires?' Jesus replied, 'This is what God requires, that you believe in Him whom God sent.'"

Snickers only satisfies the stomach, and only for a short time. "But I," Jesus says, "the Human One, will give you food that really satisfies...satisfies all the way past death."

PP#8: John 6, various (CEB)

32 Jesus told them, "I assure you, it wasn't Moses who gave the bread from heaven to you, but my Father gives you the true bread from heaven. 33 The bread of God is the One who comes down from heaven and gives life to the world."

34 They said, "Sir, give us this bread all the time!"

35 Jesus replied, "I am the bread of life. Whoever comes to me will never go hungry, and whoever believes in me will never be thirsty.

37b "I won't send away anyone who comes to me.

40 "This is my Father's will: that all who see the Son and believe in Him will have eternal life, and I will raise them up at the last day."

So, they're thinking about food and satisfaction, and so they ask for a miracle, like the manna that Moses had their ancestors eat in the wilderness. Jesus reminded them that it wasn't Moses who gave the manna, but God the Father. It was bread from heaven. Hang on to that.

Half way through verse 32: "'My Father gives you the true bread from heaven. The bread of God is the One who comes down from heaven and gives life to the world.' They said, 'Sir, give us this bread all the time!' Jesus replied, '*I am the bread of life.* Whoever comes to me will never go hungry, and whoever believes in me will never be thirsty.' ... 'I won't send away anyone who comes to me. ... 'This is my Father's will: that all who see the Son and believe in Him will have eternal life, and I will raise them up at the last day.'"

God gives true bread, true food. It is Jesus, the One sent from heaven to give life to this world! Jesus is the Bread of Life! Anyone who comes to Him will never grow hungry, anyone who believes in Him will never be lacking. Jesus will not send anyone away, anyone!

I have to say it...I can't help it: Jesus really satisfies! Sorry...had to be done!

Well, then, how do we consume this Bread of Life who is Jesus? We do it by accepting Jesus as God's one and only Son, and by putting our belief in Him. Those who do will have eternal life and will have all sustenance needed to live abundantly, and to live eternally!

PP#9: Why Do We Buy That? Who Are You?

1. We are hangry! We are not who we are!

We are Clara Peller. And we “get” Betty White in the Snicker’s commercial. We’re not who we are when we’re hungry. And, friends, culture is telling the truth! We are searching, we are *hangry*. We’re driving recklessly from place to place asking for the real deal. We’re seeking what satisfies. We are not who we are supposed to be. We’re running on empty. We’re not behaving like we want to. We don’t make the decisions we need to make. We don’t treat people the way we know we should. We’re just not ourselves.

But if we’re not Betty White, then who are we? Actually, this is the key questions, isn’t it? Who are we, really? It is because we struggle with this question that we go around seeking happiness—and answers—from everywhere else, and we are willing to try whatever they are offering. It stems from our lack of knowing who we are supposed to be.

I’m sorry, I just can’t help it. One more little video clip, this time not a commercial, but from Disney’s *Alice in Wonderland*. It’s asking that key question!

Video: <https://www.youtube.com/watch?v=tf5nCPFBSHw> (42 seconds)

WhoAreYou from Disney’s *Alice in Wonderland*.

We’re kind of like Alice...we don’t know who we are really. Did you notice, she said she really didn’t know, and so, instead, she wanted him to tell her who he was. This is what we do! We go around to every product, every promise of satisfaction, and we ask that to help us figure out who we are. What are you offering for me that will help me figure out my happiness? We look at others and try to get *our* sense of value in comparison to them.

PP#10: Why Do We Buy That? Who Are You?

1. We are hangry! We are not who we are!
2. We are satisfied only in our identity as God’s

But, when we ask Jesus, He tells us the truth! He isn’t trying to sell us something. He doesn’t have His own best interest in mind! He tells us that we are God’s children, made to feast on God’s truth. The Bible reminds us that God created us in His image. And so, it is only when we are connected to Him, that our image is restored, and we are whole. Stop being hangry and running to every open drive through! Be filled, and restored, to your true identity! How? By redirecting our hunger to it’s rightful satisfaction. When you’re physically hungry, it’s easy to turn to sugar, and junk, and empty calories. But what truly satisfies that crave is only wholesome food, the nutrition that your body is asking for. Your hunger is a call for good fuel. Your spiritual hunger is a call to get satisfaction from God’s food.

PP#11: Psalm 107:9

God satisfied the one who was parched with thirst,
and He filled up the hungry with good things!

We can turn to the Psalms, and there we see what it looks like to feed on God’s Word. Psalm 42:2 “My soul [hungers] for you, O God.” Psalm 63:1 “O God, You are my God; I shall seek You earnestly; My soul [hungers] for You, my flesh yearns for You!” Or Psalm 81:10 “I, the Lord, am

your God...Open your mouth, and I will fill it!" Psalm 107:9 records David's response to these commercials. He testifies, "God satisfied the one who was parched with thirst, and He filled up the hungry with good things!" We have a hunger for God, and to be right with Him.

We will never hunger again when Jesus is our sustenance. If you have never put your trust in Jesus, then today you will have an opportunity. We'll have Holy Communion in a moment, and that will be a great time to ask Him to be your personal Lord and Savior.

And, if you *have* given your hearts to Jesus, then you must be careful to *keep* Him as your sufficiency. This is hard! We so often slip back into our culture's value system. It happens all the time. Let me give you a very practical example of how easily we do this; it's a personal confession.

PP#12: *Picture of us traveling in the car this summer.*

This summer, when we were traveling, my wife and I argued...just a little bit. I wanted to pack our days full, get up early and get going. She—strongly supported by our two kids—saw value in wasting half the day lounging around and not leaving until later. So, we struggled with this a bit. I just couldn't see the point of waiting until it was beastly hot to head outside, and then get to a third place right about when it was closing. They spoke something about not chasing so hard all the time, going at a sustainable pace, not getting worn out, taking some days easy. I don't know, I really wasn't listening! But after a while, I started to get sensitive to the fact that I was consistently outvoted. My arguments seem to fall on deaf ears. And, as I, all ready to go early in the morning, sat in the room for hours, waiting for my family to stir from sleep, I started to harbor a sense of not being listened to, not being respected, *not valued*. Happiness comes from having more, doing more. And my value came from being right, and validated. It wasn't just about the schedule, but about me.

One day, after pointing all this out *one more time*—my wife claims I did it at a rather loud volume—I retreated to a selfish sulk not wanting to talk to anyone, or do anything. After some time of that total and awkward silence in the car, I remembered that all the while I was waiting that morning I hadn't done my devotions. So, out of duty, and looking for something to make me look busy, I opened up my devotional.

I'm not sure what it was really about, I don't remember the theme, but what I heard was God breaking into me, asking me why I felt undervalued and unappreciated. My mind was flooded with reminders that my value doesn't come in what others think of me, or how they like me or listen to me, but it comes from the fact that I am God's child, that He created me, and He values me. I was able to get to the point where I could tell myself to shape up, stop being so wounded, and give some value to the desires of the other travelers in the car, too. We have very different views of what a fun day looks like, and it is unfair for me to always define how we do what we do.

You see? I was hangry, and it got me sulking. I wasn't being the person God wanted me to be. I wasn't reflecting God's image in me. And I was ruining it for everyone else.

Now, thankfully, my family is forgiving, and when I told them my insight and that I would try to be a better, more reasonable team player, they were able to make room for me to grow, and we had many fantastic days. It might have been the next day that we actually cleared the schedule and really didn't go rush to do anything. It was a great day! We went swimming! We must be careful not to slip into buying what the culture is telling us. It wasn't all about me, or about doing more, or my lack of value. I needed real food.

PP#13: Why Do We Buy That? Who Are You?

1. We are hangry! We are not who we are!
2. We are satisfied only in our identity as God's
3. Jesus is our Bread of Life!

So, today, I want you to have the opportunity for you to make Jesus your Bread of Life. We're going to have Holy Communion, and as we do, that will be your chance to give Jesus a try. Try putting your trust in Him. Put your belief in Him. Do that in faith, by choosing Jesus as your personal Lord and Savior.

And if you find yourself *buying* into the worldly culture around you, that you are starting to wonder who you are, or if you have enough, then let this be a time for God to feed you with good things, to satisfy you with your identity as His child.

To take us into Holy Communion, I'm going to keep reading from John 6. As Jesus continued to teach them, they got a bit confused when He talked about how they needed to eat His body. He was saying this as an allegory. Hopefully, hearing it in terms of Holy Communion will help you understand it better. We eat bread and juice, understanding that Jesus gave up His body and shed His blood, so that we might have our sins forgiven and our lives restored to God. By eating Holy Communion, we proclaim Jesus died for us to reconcile us to our true identity.

PP#14: John 6, various (CEB)

53 Jesus said to them, "I assure you, unless you eat the flesh of the Human One and drink His blood, you have no life in you. 54 Whoever eats my flesh and drinks my blood has eternal life, and I will raise them up at the last day. 55 My flesh is true food and my blood is true drink. 56 Whoever eats my flesh and drinks my blood remains in me and I in them. 57 As the living Father sent me, and I live because of the Father, so whoever eats me lives because of me. 58 This is the bread that came down from heaven. It isn't like the bread your ancestors ate, and then they died. Whoever eats this bread will live forever."

Verse 53, "Jesus said to them, 'I assure you, unless you eat the flesh of the Human One and drink His blood, you have no life in you. Whoever eats my flesh and drinks my blood has eternal life, and I will raise them up at the last day. My flesh is true food and my blood is true drink. Whoever eats my flesh and drinks my blood remains in me and I in them. As the living Father sent me, and I live because of the Father, so whoever eats me lives because of me. This is the bread that came down from heaven. It isn't like the bread your ancestors ate, and then they died. Whoever eats this bread will live forever.'"

PP#15: John 6, various (CEB)

63 "The Spirit is the one who gives life and the flesh doesn't help at all. The words I have spoken to you are spirit and life."

67 Jesus asked the Twelve, "Do you also want to leave?"

68 Simon Peter answered, "Lord, where would we go? You have the words of eternal life. 69 We believe and know that you are God's holy one."

Many of His followers found this difficult to understand. He tried to explain that He wasn't talking about eating His actual flesh, but it was a spiritual reality, verse 63, "The Spirit is the one who gives life and the flesh doesn't help at all. The words I have spoken to you are spirit and life."

As many of His followers began to give up on Jesus and leave, verse 67, “Jesus asked the Twelve, ‘Do you also want to leave?’ Simon Peter answered, ‘Lord, where would we go? You have the words of eternal life. We believe and know that you are God’s holy one.’”

Prayers

Take a moment, in the quiet of your hearts, to ask the Holy Spirit to sort through you, helping you see how you run to other things for satisfaction. Apologize to God for them, and give them up to Him. Then, ask Jesus to be your bread of life! Let’s pray.

Holy Communion

Communion rite

Jesus said, “Whoever eats my flesh and drinks my blood has eternal life, and I will raise them up at the last day. My flesh is true food and my blood is true drink. Whoever eats my flesh and drinks my blood remains in me and I in them. As the living Father sent me, and I live because of the Father, so whoever eats me lives because of me. This is the bread that came down from heaven.” Amen.

Holy Communion - Using wafers

Today, I’m going to ask you to stay in your seats to receive Holy Communion. It’ll be like at home, when sitting at a table. The food is passed around to everyone. The ushers will pass around the bread and juice. Please take a wafer, and a cup of juice, and hold on to them! We will wait and eat and drink all together. So, take bread and juice, but wait to eat them until we do it together.

For our bread, we’re using those little wafers, not our usual tasty bread. As you hold on to the wafer waiting to eat together, think about what bread really satisfies, and how this tasteless wafer represents the best bread of all - the bread of life!

Offering will be collected as you leave today, there will be plates by each of the exits. Simply leave your offerings there as you leave.

Closing Song: *Glory to God*

Memory Verse:

“God satisfied the one who was parched with thirst, and He filled up the hungry with good things!” -Psalm 107:9

Announcements: -Pastor David

Grow Groups sign-ups
Lifeline

Benediction: -Pastor David