

The logo consists of three parallel diagonal bars in purple, pink, and teal, followed by the text 'Healthy Brand' in a bold, black, sans-serif font.

Healthy Brand

Messaging Toolkit



Messaging forms the basis of verbal communication.

Before messaging can begin, brand strategy – namely positioning and personality should already be approved so we know what position we are trying to occupy and in what tone/ voice.

This document assumes an approved brand strategy and lays out workshop exercises and frameworks to help COLLECT, PRIORITIZE & LAYOUT core messages of the brand.

Exercises & Frameworks

1. Exercises

- 2 by 2 Driver
- Product Ladder
- Billboard

1. Frameworks

- Pillars
- Belief Shift
- Story



EXERCISES

2 by 2 Driver

Description:

Four quadrants along RELEVANCE (amongst customers) & DIFFERENTIATION (from competition) to help collect and prioritize messages

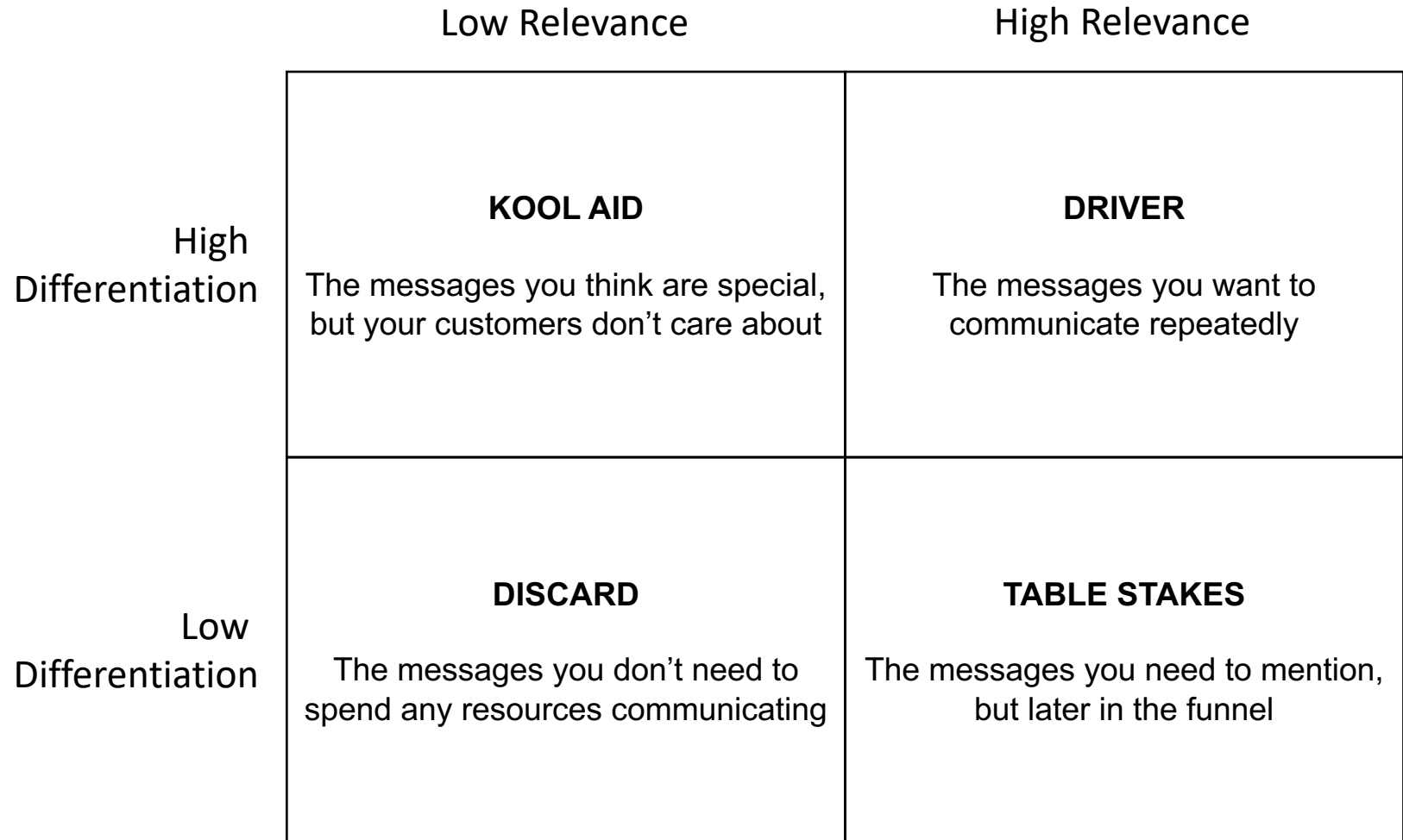
How to use:

Ask participants to use put a message on each sticky and decide which quadrant it belongs to.

As the chart is being populated, you start to group similar messages together.

Once all the messages are up, pressure test whether they do in fact belong to that quadrant.

You want to end up with 3-5 driver messages.



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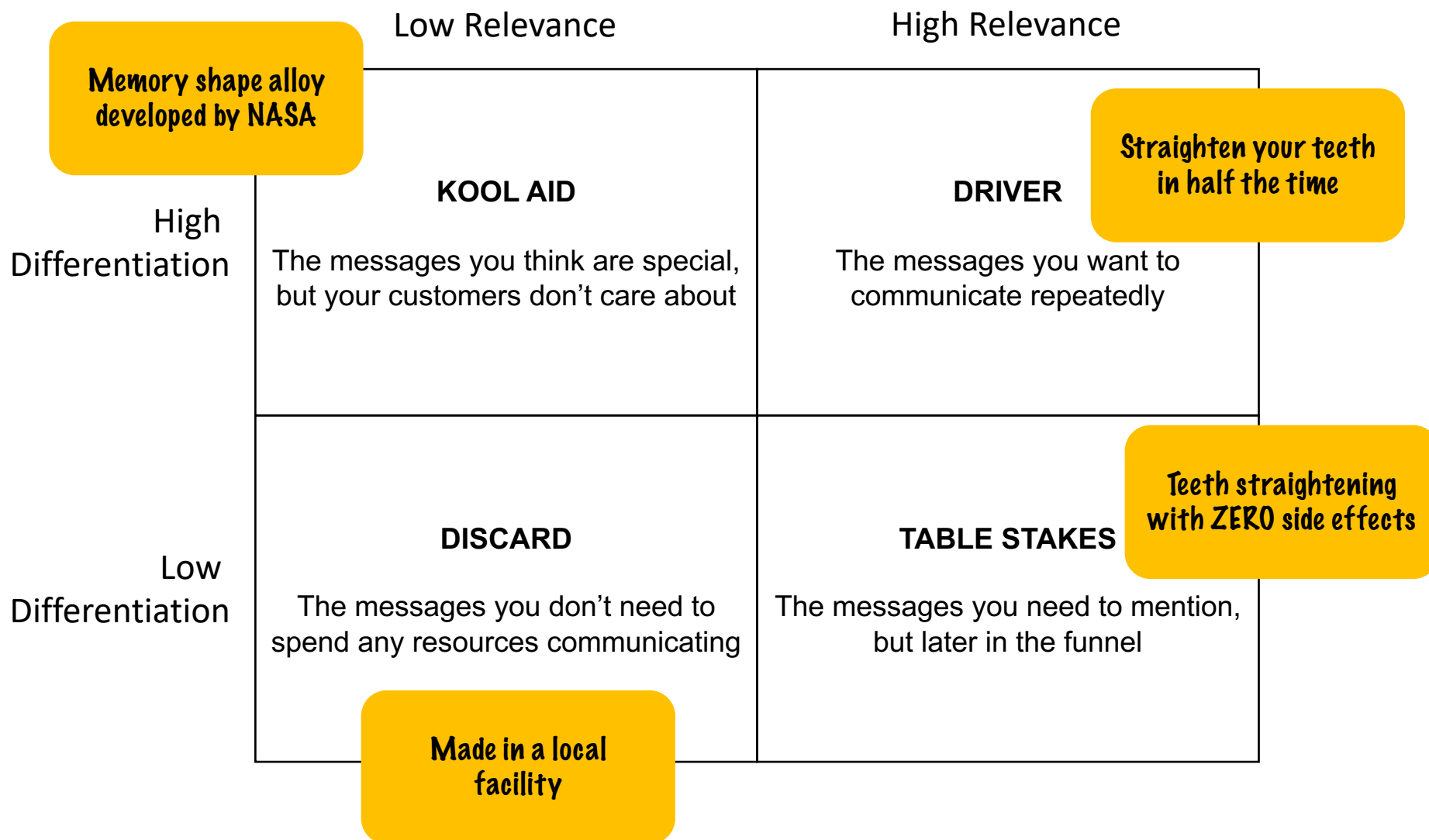
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Product Ladder

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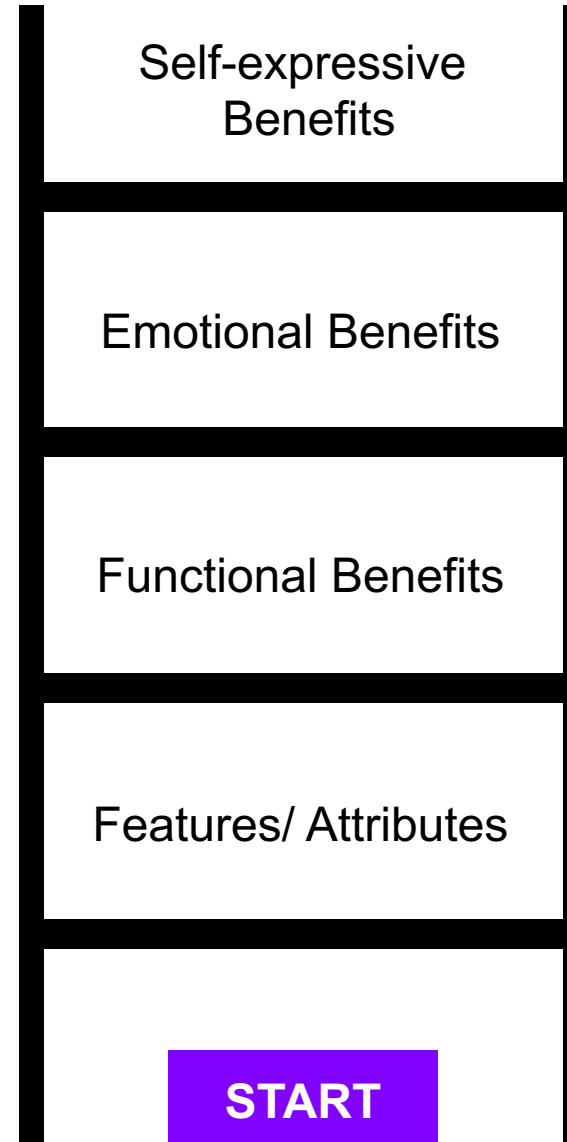
Develop messages at all levels. From features and attributes to functional, emotional and self-expressive benefits.

How to use:

Start at the bottom of the ladder, then develop messages at each rung of the ladder.

1. Features/ Attributes
2. Functional Benefits
3. Emotional Benefits
4. Self-expressive Benefits

HINT: As you go up the ladder, there will be less messages, ultimately arriving at perhaps ONE message that's about the self-expressive benefit



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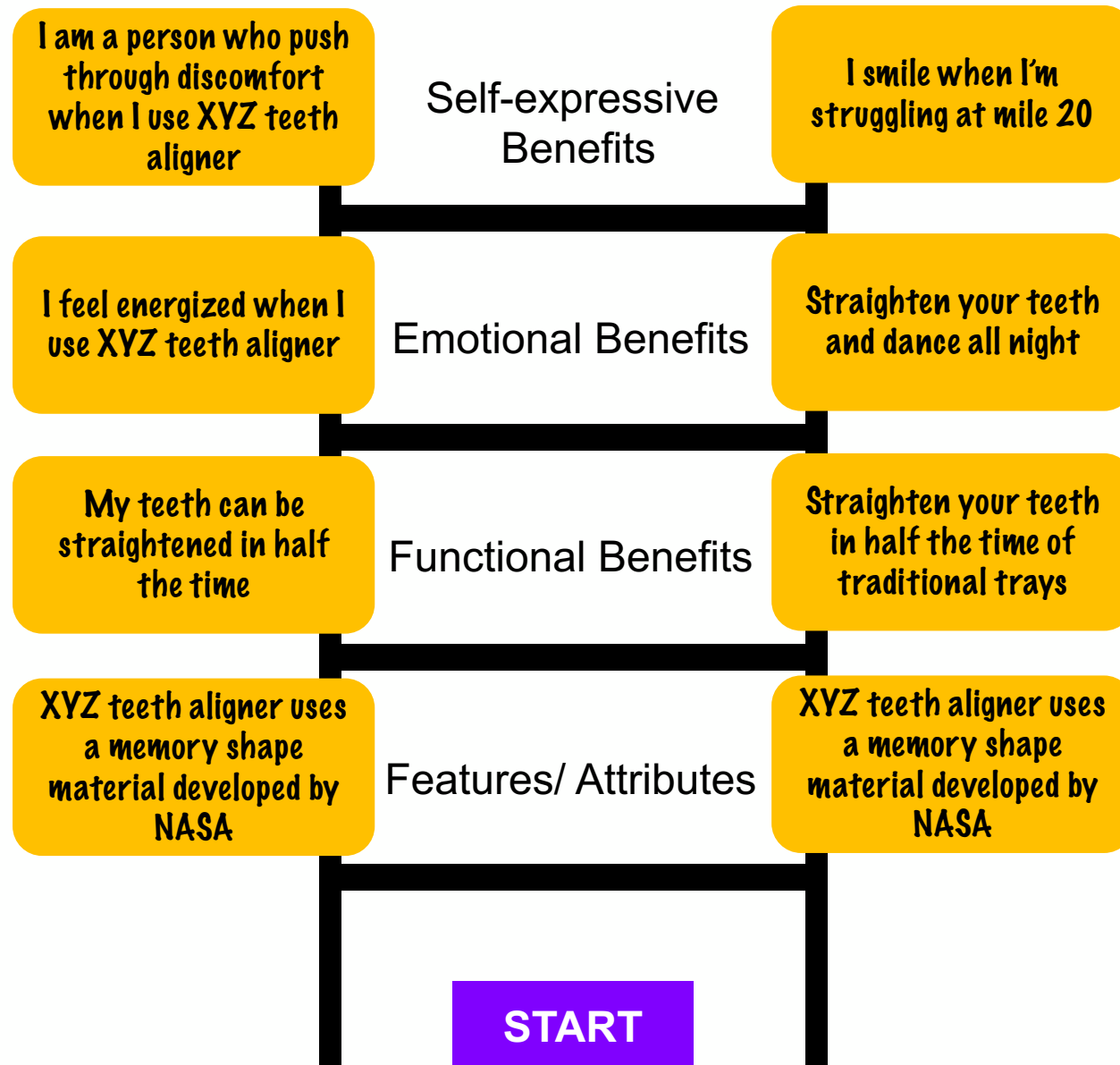
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Billboard

Description:

Use the idea of a billboard to create messages

How to use:

Imagine you have a billboard at the best spot in town, where your target audience will see it.

What is the HEADLINE that will capture attention?

What is the BODY COPY that will drive curiosity and action?

Split into teams to create a billboard.

Regroup to discuss, mash up, vote to align on the most compelling copy.



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**ATTENTION GRABBING
HEADLINE**

CURIOSITY AND ACTION DRIVING
BODY COPY

**THIS RACE WON'T
GET YOU A TICKET**

**STRAIGHTER TEETH
THIS SUMMER IN
HALF THE TIME**

GO TO
WWW.XYZ.COM



FRAMEWORKS

Pillars

Description:

Different message pillars that all help to get the essence of the brand across to your audiences.

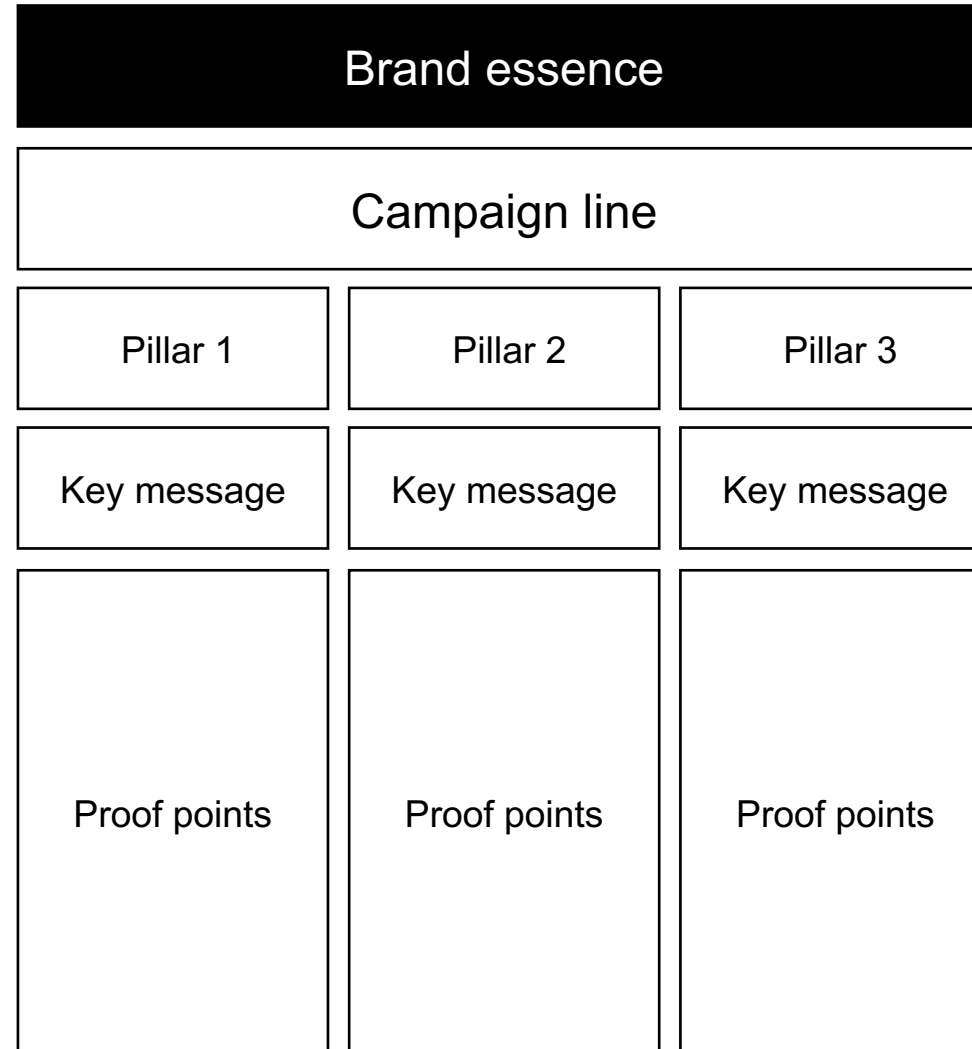
How to use:

The brand essence does not change over time and is typically internal facing only.

The campaign line is the headline that articulates the essence of the brand while capturing your attention.

Each pillar is a topic/ theme, with a corresponding key message and proof points as support messages.

HINT: Fill out the pillars, key messaging, and proof points BEFORE developing a campaign to give the creative team fodder for their process.



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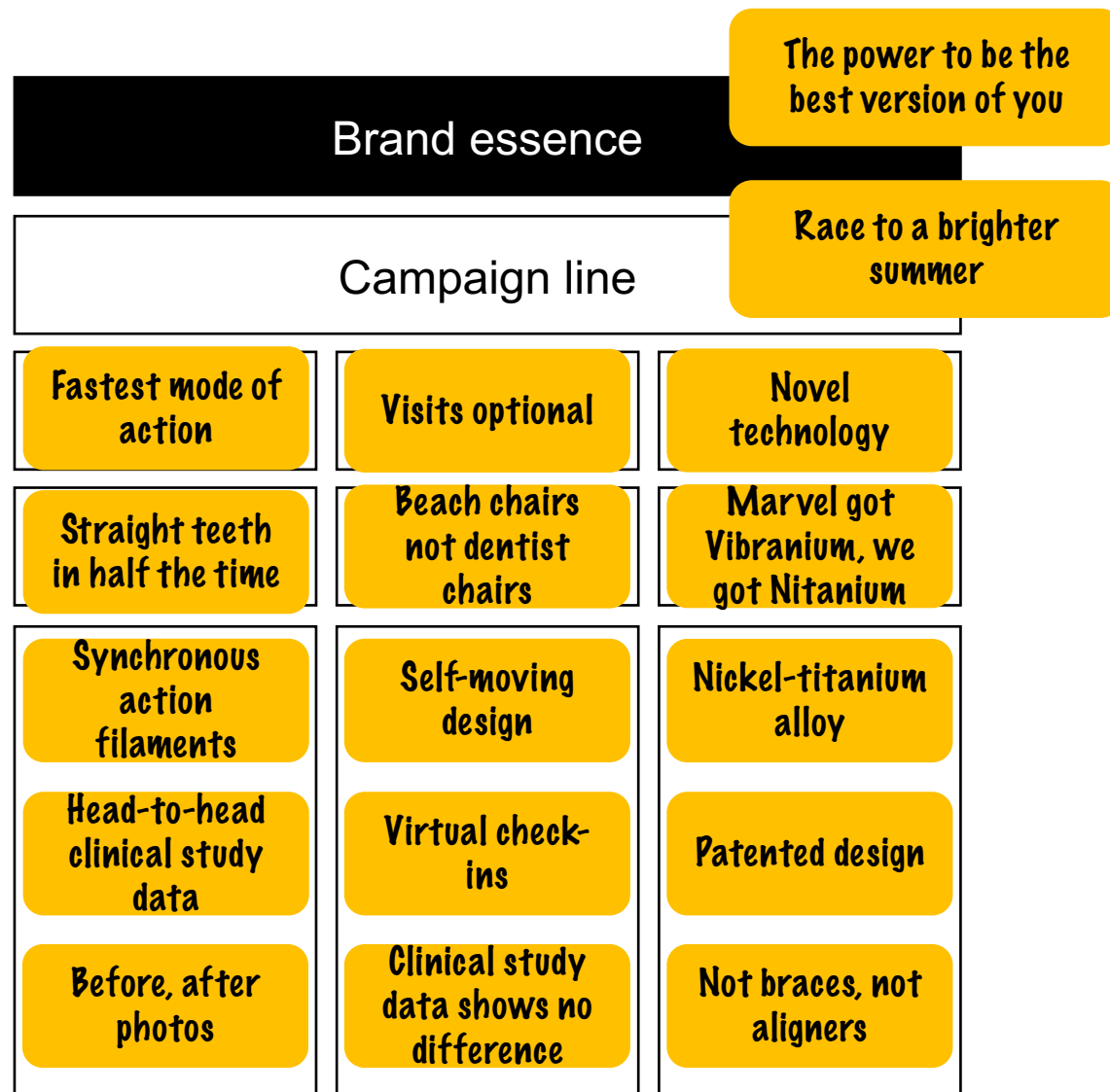
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Belief Shift

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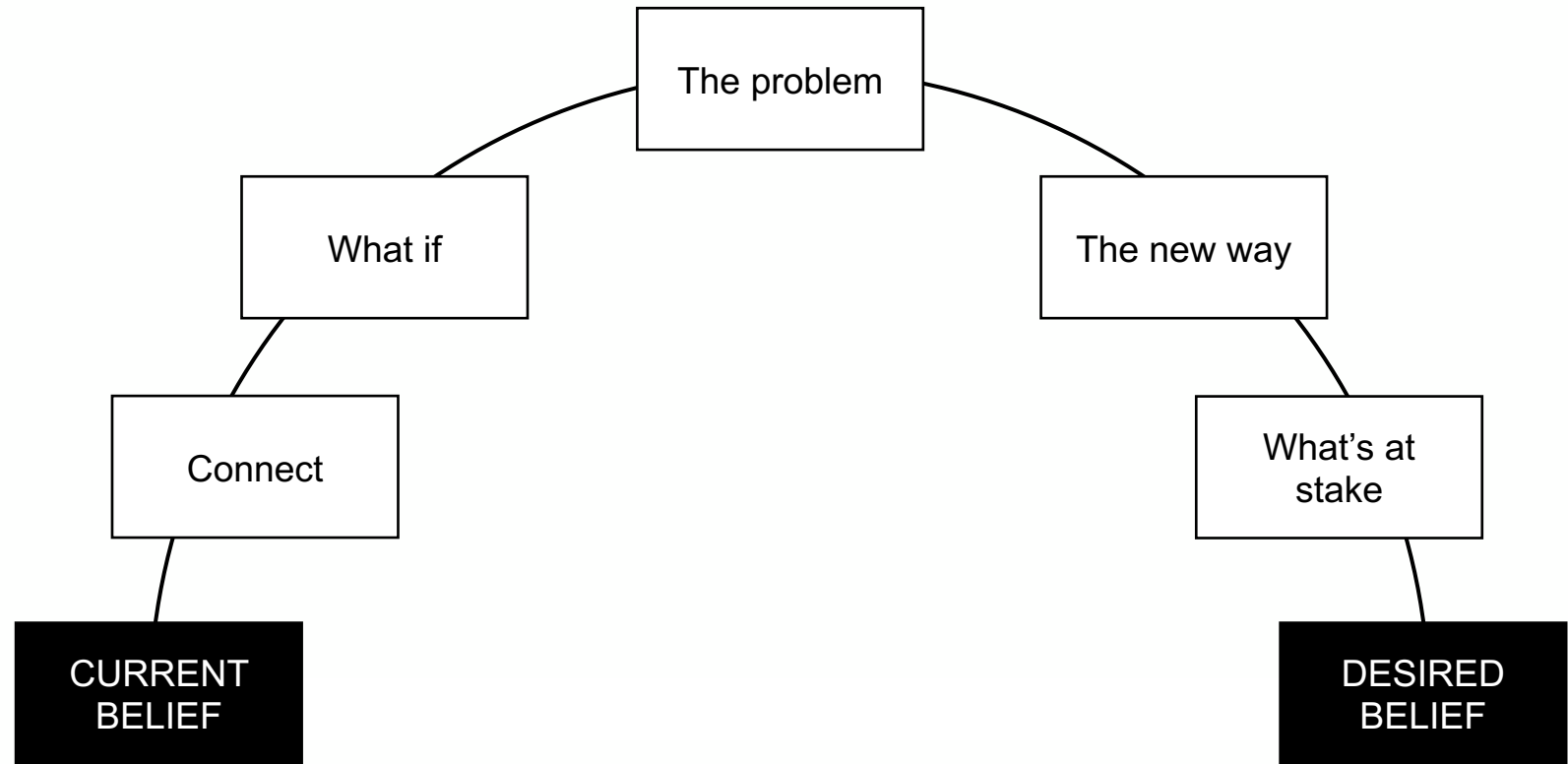
Influence the audience with a series of messages and content to bring their current belief to a desired belief central to your brand.

How to use:

Define and align on what is the critical belief that needs to change for our target audience.

A change in this belief will drive brand and/ or marketing performance.

Place messages across the arc to move the audience from current to desired belief.



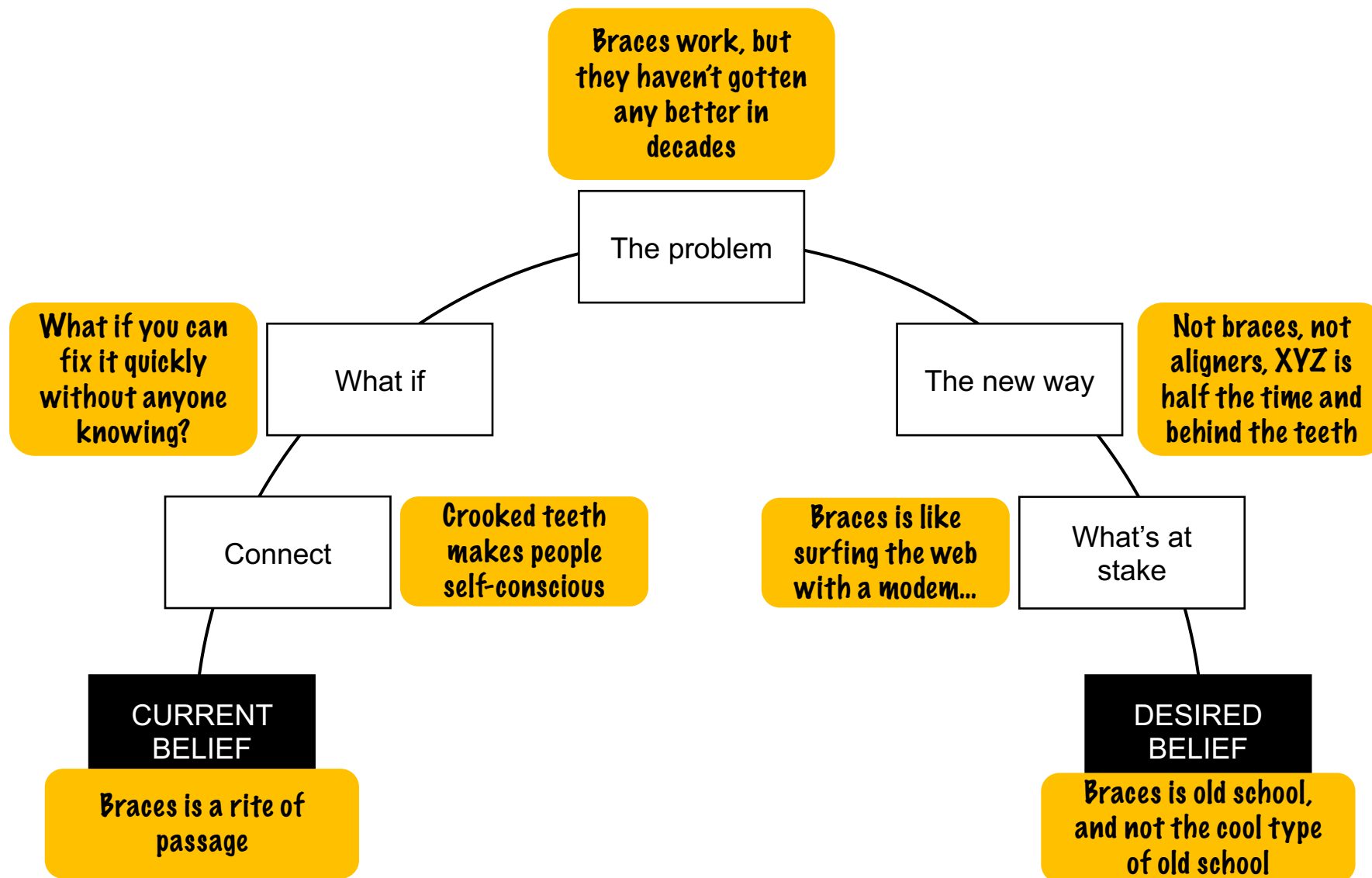
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A simple framework to develop a story for the brand – utilizing the core stages of the Heros journey (adapted from “Resonate” by Nancy Duarte).

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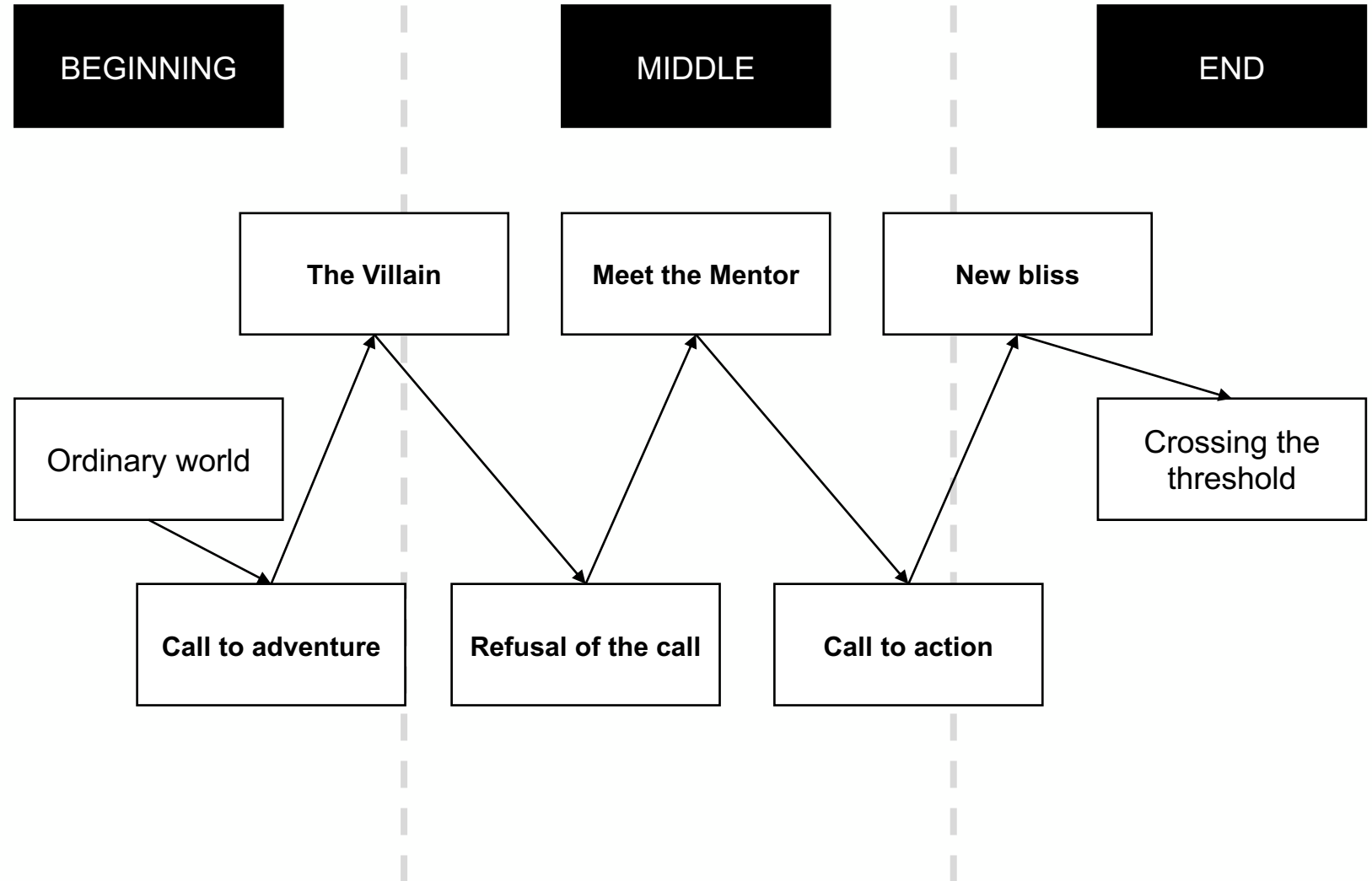
Like any story, there are characters.

Protagonist = target audience

Villain = problem (the more unexpected the better)

Guide = brand

By putting together a story, you put together messages that help your audience understand why you exist, and how you deliver on your promise.



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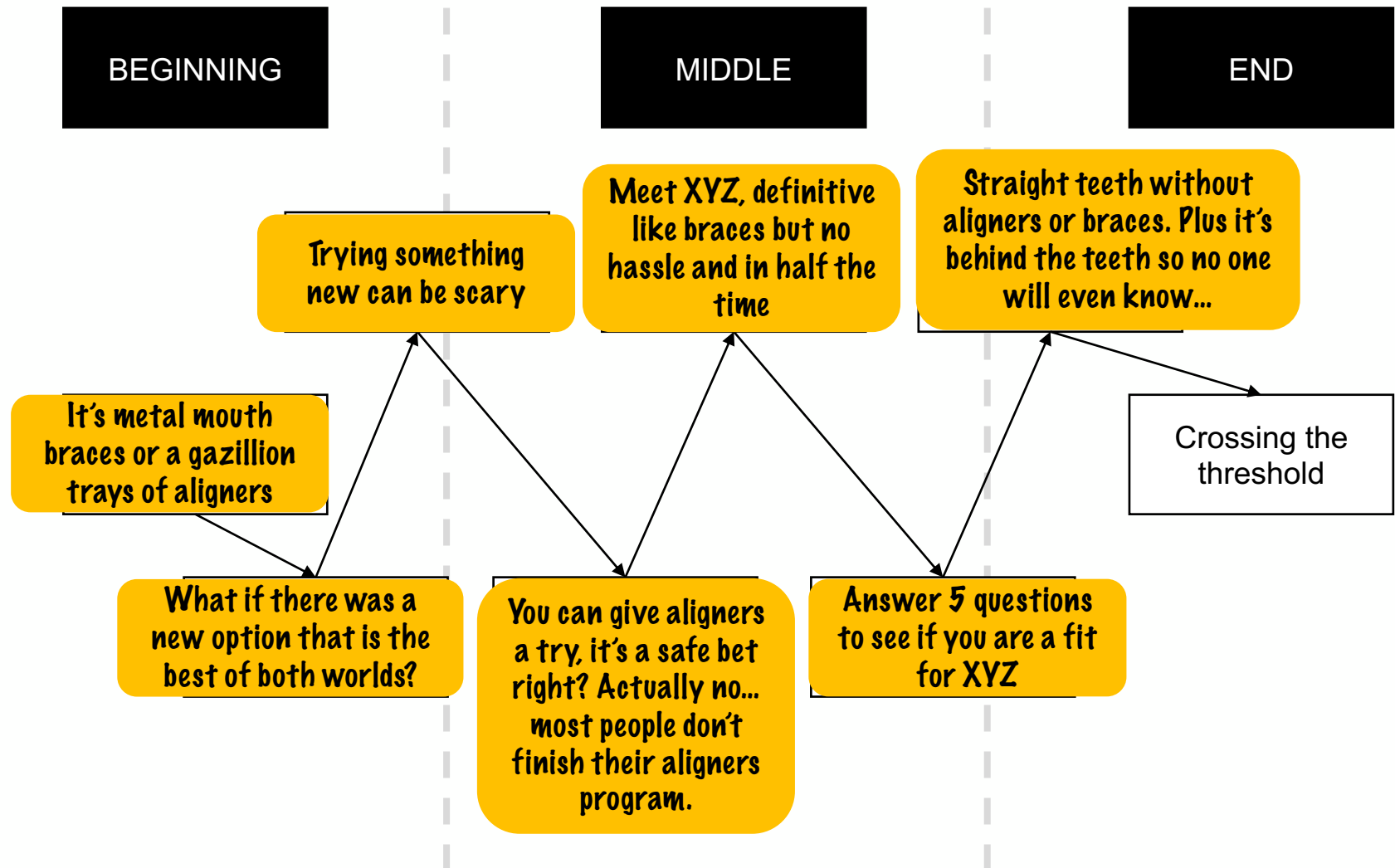
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CONGRATULATIONS!

You've gone through all six exercises and tools to up your messaging game.

If you would like to see more content about brand strategy and branding in the world of health, you can find me on:



Look for @howiechaniam

Email:

Howie@howiechan.com

Listen to the
Healthy Brands Podcast
(howiechan.com/podcast)

