



MESSAGING WORKSHOP



THE CHALLENGE





One of the hardest things for a brand to do is to clearly and consistently communicate who you are, why you're different, and most importantly, how you make life different for your customers.

The other problem is, research shows that it takes at least **5 message attempts** to inspire a customer to purchase.

It's no wonder why brands try to force multiple messages into a single touchpoint. (Don't do that.)





The *other* other problem is that you have 5 seconds or less to make someone care.





Introducing

The Messaging Workshop

Starting at \$20k

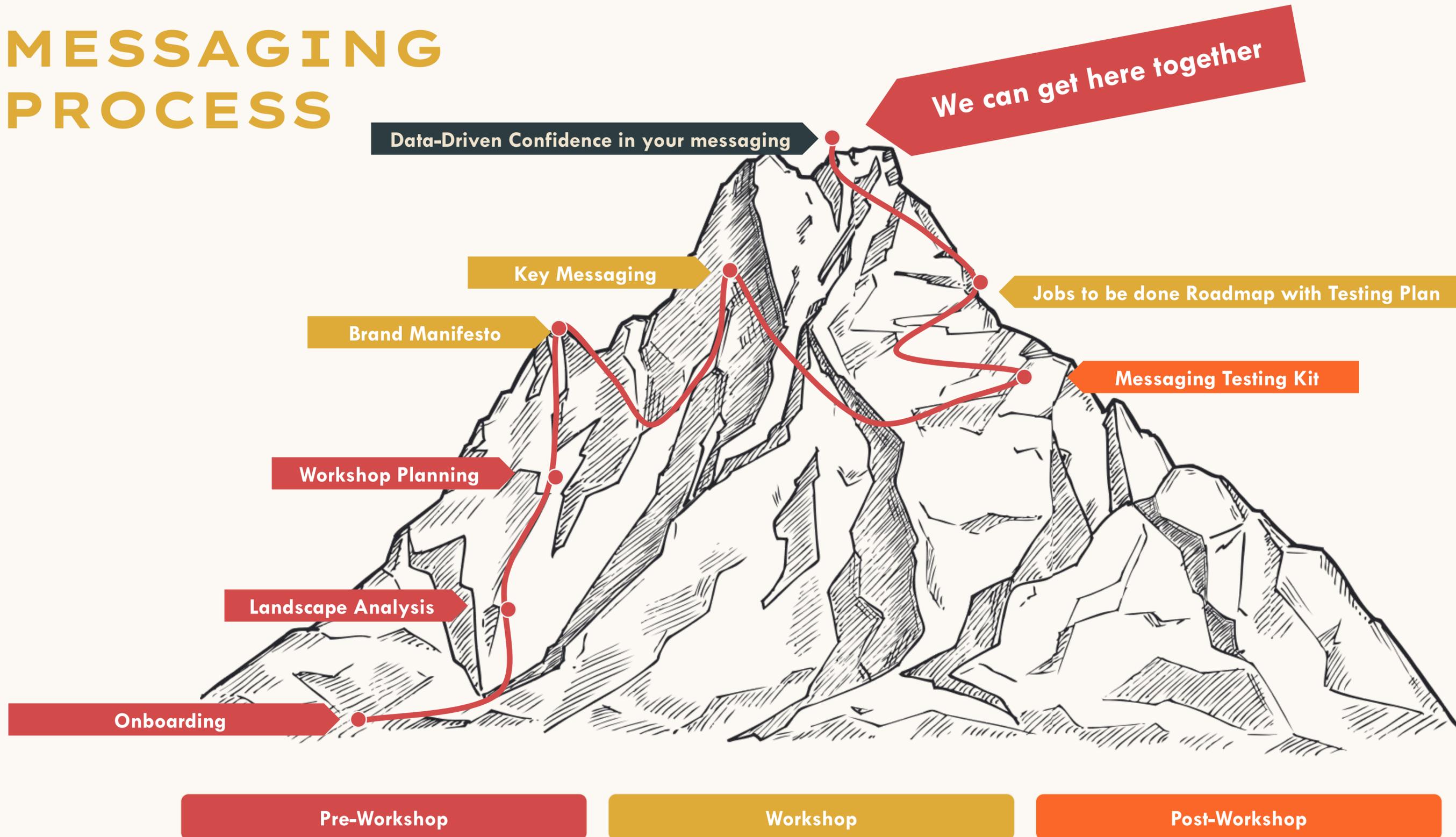
A two week sprint designed to hone your story, test key messages, and help you break through the noise



OUR MESSAGING PROCESS



MESSAGING PROCESS





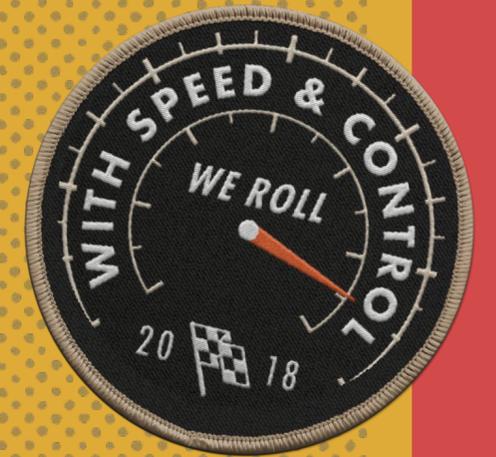
PRE-WORKSHOP

ONBOARDING AND RESEARCH

First, we'll supply an **Audience Brief** for you to fill out so that we can have a basic understanding of who your customers and competitors are.

We'll supplement this data with a messaging-based **Landscape Analysis**, which identifies opportunities to differentiate your messaging strategy and provides a fuller view of your marketing landscape.

Deliverable: Landscape Analysis



WORKSHOP

BRAND MANIFESTO

With your audience and competition in mind, we'll lead a **Story Session**, where we'll uncover your core beliefs and what makes you uniquely you. From there, we'll deliver a story that inspires the head and the heart.

KEY MESSAGING

Through guided conversation, we'll identify core elements of your messaging, including an **your value proposition, reasons to believe / key differentiators, and core messaging pillars.**

Deliverable: Invision Board and Messaging PDF





POST- WORKSHOP

MESSAGING TESTING KIT

Our creative team will build **6 written and designed ads** with unique messaging territories that you can put to test right away. These testable assets will be inspired by 1) evergreen branding messaging and 2) the core messaging pillars we unlock together.

Deliverable: Figma (editable and downloadable assets)



POST WORKSHOP

JOBS TO BE DONE ROADMAP

We'll refine all of the great work we accomplished together in the workshop and also deliver a **Jobs to Be Done Framework**. This will help you identify a few critical areas that should be optimized once you get insights back from testing your new messaging. We'll also deliver a testing recommendations plan that you can test in-house, with another agency, or with Jumpsuit with an incremental scope of work.

Deliverable: Jobs to be Done Roadmap with Testing Plan



ASSUMPTIONS

- Client must onboard Jumpsuit to current messaging, brief us on your top three competitors, provide data and insights to your core audience(s), and any other relevant information to set us up for this messaging sprint
- Client understands our messaging philosophy and approach (quick and iterative vs. slow and sure)
- Each deliverable will have one round of revision baked in. If more time and effort is desired from Jumpsuit to test and refine concepts, we will be happy to with an incremental cost. The same goes for elevating all of this work in the Client's branding.



GETTING STARTED

- **Secure your budget.** **Messaging Workshops start at 20k.** Customizations are optional at an incremental cost.
- **Schedule a free consultation.** Let's make sure our workshop is best option for the problem you're trying to solve. From there, we will align on the scope of work, timing, and costs.
- **Finalize the SOW.** Once signed, we'll schedule a time to officially kick off the project and secure a workshop date.

**Ready to have data-driven confidence in your messaging?
Let's sprint.**

