



the starr conspiracy

Your Buyer Knows  
**What** You Do.

But Do They Know  
**Why** You Do It?

A CASE STUDY



# Does Your Message Look More Like a **MENU** Than a Message?

## Show Your Buyer Why You're in Business

If you're reading this, the market probably has no question about *what* you do. If we go to your website, odds are we'll see lists of some kind that outline the services or solutions your buyer will receive if they choose to do business with you.

It might even look like your CTO, your CEO, or your investors wrote your messaging for you. No knock against them, but the people in those positions are usually looking for their message to just check a few boxes they *think* their buyer wants to hear.

*It's highly likely you're missing a big piece of your messaging — the why.*

It's an all-too-common problem: Brands speak with no voice. They give their buyer no discernible reason as to why they're actually in business in the first place. They don't take the necessary step to connect with their radical buyer.

Read on to learn what we did for a client who was in your shoes not too long ago.



THE PROBLEM

## When You Tell Your Buyer Everything Up Front, You Tell Them Nothing

A national HR software and services company with more than 2,200 employees who serviced more than 100,000 businesses with over 2 million employees came to The Starr Conspiracy with a distinct messaging problem: Their message had no why.

The HR software and services company's internal marketing team realized their current message had gone as far as it could go. Their market share and brand awareness were plateauing with their current messaging, and a large reason for that plateau was because the company had focused solely on listing features and services options in their messaging.

*Their messaging was more of a menu than a message.*

On top of the company leading their messaging with a bunch of different offerings prospects could choose from, the HR software and services company also lacked a discernable personality in their messaging. Although the company had a strong culture and personality internally, it wasn't reflected in their message. The message had no voice, no forward-thinking position to the marketplace that told clients why they were in business.

They told their buyer everything right up front and, in doing so, told their buyer nothing.

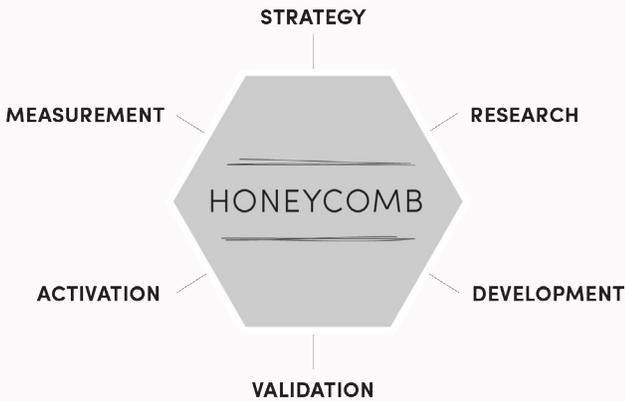


THE SOLVE

## Finding the Big Why

The national HR software and services company engaged The Starr Conspiracy in a message project. Like every project The Starr Conspiracy conducts, we took the HR software and services company through our Honeycomb Process.

### HERE'S WHAT WE DID:



**Strategy:** Gain alignment around core Message Variables and discover the client's voice and Drive Variables.<sup>1</sup>

**Research:** The Starr Conspiracy conducted extensive research with internal stakeholders and customers.

**Development:** The Starr Conspiracy developed Message Variables, Drive Variables, Functional Associations, Brand Attributes, and an archetype that aligned the company and gave them the freedom to fully drive their marketing in the proper direction (more on this later).

**Validation:** The Starr Conspiracy validated its message project with the client's executive team.

**Activation:** The national HR software and services company was so enthralled with the result of the message project, they enacted an inside-out strategy where they rolled out campaigns around the new messaging to employees, current clients, and prospects.

**Measurement:** The Starr Conspiracy conducts ongoing brand measurement studies to ensure increases in brand awareness, functional association, and brand affinity.

Let's take a look at what happened after we took the HR software and services company through our tried-and-true Honeycomb Process.

<sup>1</sup> Drive Variables are internal factors that define a client's voice. They include: Obsession (Core Desire), Gifts, Traps, Fears, Legacy (Goal), and Archetype.



## THE RESULT

### So, What Was the Result?

In short, the national HR software and services company was able to align their entire company around a coherent message. That message told employees, current clients, and prospects exactly *what* the HR software and services company did and — more important — *why* they were in business.

With this alignment came a strong renewed sense of identity and marketing velocity. The client was able to pinpoint which direction they wanted to go, and they had the confidence to go in that direction *boldly*.

The company rallied around its chosen archetype, which informed lofty internal company goals like the organization's Core Desire and Legacy. Ultimately, it helped the organization discover their big *why*.

What's more, the company rallied around Message Variables at every phase of development.

**Radical Buyer:** The HR software and services company identified who they should speak to and the voice they would need to use to speak to that buyer.

**Category:** The HR software and services company rallied around one category and realized where the additional offerings should exist within that category (read more about this in Functional Associations below).

**Essential Value:** The HR software and services company discovered their distinct take on the value they provide to the market and the voice to use to communicate that value.

**Competition:** The HR software and services company identified their competitors and what made those competitors subpar.

**Choice Factor:** The HR software and services company identified why buyers would select them over that competition.

**Functional Associations:** Remember all those additional offerings the HR software and services company had? With our message project, they were able to categorize those offerings in a way that made sense to their buyers while not overstepping their category.

This message project continues to be a huge success — one we're really proud of.

Sound interesting? Need to ask some clarifying questions? Let's talk.



# Let's Talk About Message

## We Want You to Be Our Next Success Story

We could write about message forever, but we'd rather have a conversation. If you want to talk to us about your messaging problems and how to truly create velocity and alignment around a great message, just holler. We're happy to help.

**LET'S TALK**

### About The Starr Conspiracy

The Starr Conspiracy embraces the humanity in business to build brands that have emotional resonance. More than a global business-to-business marketing agency, we're a movement. We're changing the way technology companies view themselves, their customers, and the world. Unlike conventional agencies, we fuse advertising, technology, and advisory services in completely new ways — ways that defy categorization and challenge the old-school agency structure.

