



the starr conspiracy

When Was the Last Time You **Updated** Your Message?

A CASE STUDY



Is Your Brand Message **Resonating** with Your Radical Buyer?

If you're reading this, there's a chance you haven't updated your message in a few years. You might be claiming a category or using phrases that were hip years ago, but maybe don't resonate as much today. You may have even kept your old message and shoehorned a few new words into it, but it just still doesn't feel right.

It's highly likely you need to update your message.

It's an all-too-common problem. Brands allow their message to grow stale or they don't update their message to fit with what the market is currently saying. The result is a brand message that falls flat and doesn't resonate with or attract your **radical buyer**.

Your radical buyer is the perfect customer who shares your attitudes, behaviors, and beliefs.

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



THE PROBLEM

Trying to be something you're not compromises your brand's authenticity.

A 40-year-old leadership development company working with leaders across more than 90 countries came to The Starr Conspiracy with a distinct messaging problem: Their message had grown stale.

More than that, prior to working with The Starr Conspiracy, they made claim to a trending market category — talent management — in hopes of benefiting from its market momentum. They soon realized it was the wrong category for them and reversed course. Yet, the need for an updated message remained.

Trying to be something you're not is a common mistake brands make — one that compromises authenticity and sets them up to not meet expectations in messaging. You must know who you are, so you can be that thing consistently for your buyers at every stage of the sales process — from discovery to a closed deal.

Specifically, the company needed to update their messaging in a compelling way that authentically communicated who they were to their radical buyer at every stage of the sales process.

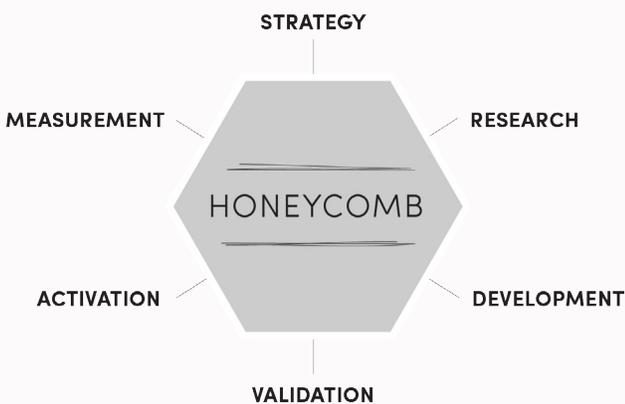


THE SOLVE

Finding the Big Why

The leadership development company engaged The Starr Conspiracy in a message project. Like every project The Starr Conspiracy conducts, we took the company through our Honeycomb Process.

HERE'S WHAT WE DID:



Strategy: Create a message to drive growth and inspire excitement for internal stakeholders and prospects alike.

Research: The Starr Conspiracy conducted extensive research with internal stakeholders and customers, as well as extensive quantitative research and broad market message testing across geographies.

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 own their category with a fresh take in the market.

Validation: The Starr Conspiracy validated its message project extensively with internal and external stakeholders across multiple geographies.

Activation: The leadership development company was deeply invested in the process and engaged throughout. And after coming to consensus, they knew they needed to make significant changes and roll the new message out to employees, current clients, and prospects. The Starr Conspiracy facilitated a workshop with the company's entire marketing team to get everyone up to speed on the project. The leadership development company also engaged The Starr Conspiracy for a tagline and new visual identity project based on the updated messaging.

Measurement: The Starr Conspiracy conducted ongoing brand measurement studies to ensure that the client's market share and brand recognition continued to increase.

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



THE RESULT

So, What Was the Result?

In short, the leadership development company was able to align their entire company around a new and exciting message that firmly cemented them in their category in a way that was innovative and compatible with the market. And that message told employees, current clients, and prospects exactly what the leadership development company did in a fresh and compelling way.

With this alignment came a strong, renewed sense of identity and marketing velocity. That renewed sense of identity gave them confidence to tackle high-consequence work like the company's tagline, an updated visual brand, and an inside-out strategy.

The company's leadership rallied around its chosen archetype and Envisioned Legacy. Ultimately, it helped the organization discover their **big why** and helped leadership better understand some of the company's innerworkings.

Archetype and Envisioned Legacy are part of Drive. Drive is designed to help you appeal to your radical buyers and impact tone and how you build out your brand message.

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

Sound interesting? Want 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.

