



the starr conspiracy

Are You **Repelling** Buyers?

If Not, You're Doing Something **Wrong.**

A CASE STUDY



Does Your **Brand** Have a Voice That **Resonates** with Buyers — Specifically, Your Buyers?

The Best Brands Have Personality. What's Yours?

Not everyone will like you. It's not just a life lesson but an important gospel of marketing — easily forgotten when attempting to craft a message with infinite appeal. Of course, there's nothing wrong with attracting many buyers, but coating messages with vanilla to lure the masses will do anything but. Worse, it won't reach the buyers you really want.

The best brands aren't trying to target all buyers. They're OK with the reality that they will not — because they cannot — appeal to everyone. Instead, they speak with a distinctive voice to entice the right buyers.

And so the main problem with generic messaging isn't that you sound like everyone else. Nor is it that you may sound like no one at all. It's that you don't sound like yourself.

Your company is not boring. Your message shouldn't be, either.

To reach your radical buyers, those who share a passion for what you do, you've first got to understand who you are — that is, you need to identify your internal drive. Then communicate your novel identity in ways that trade blandness for boldness.



Speaking in a consistently unique voice doesn't just help your radical buyers hear you — it helps them hear themselves. In other words, buyers better understand their needs and who they are when they see their personalities mirrored in your messages.

Here's an example of how we helped a client **transform their messaging** needs for greater impact.



THE PROBLEM

There Are No “General Buyers,” So Why Have “General Messages”?

An employee benefits management solution company came to The Starr Conspiracy for help revamping their message to expand their customer base. Particularly in light of the Affordable Care Act, the organization sought to capitalize on a changing market by targeting not just more — but different types of buyers.

However, at the time, their messaging was generic, vague, and passionless. The company also focused on technical capabilities in lieu of conveying personality. So, even though the message was not clear, the problem was.

The company wasn't sure how to attract or even define its radical buyers — because the organization was unsure of their own identity.

Though the enterprise had plenty of knowledge, experience, and technological know-how in their field, they needed to humanize communications to raise awareness among buyers. However, having been steeped in the insurance industry for so long, the organization wasn't used to promoting personality.

It was time for the company to look within to embrace their own humanity and build emotional resonance with buyers.

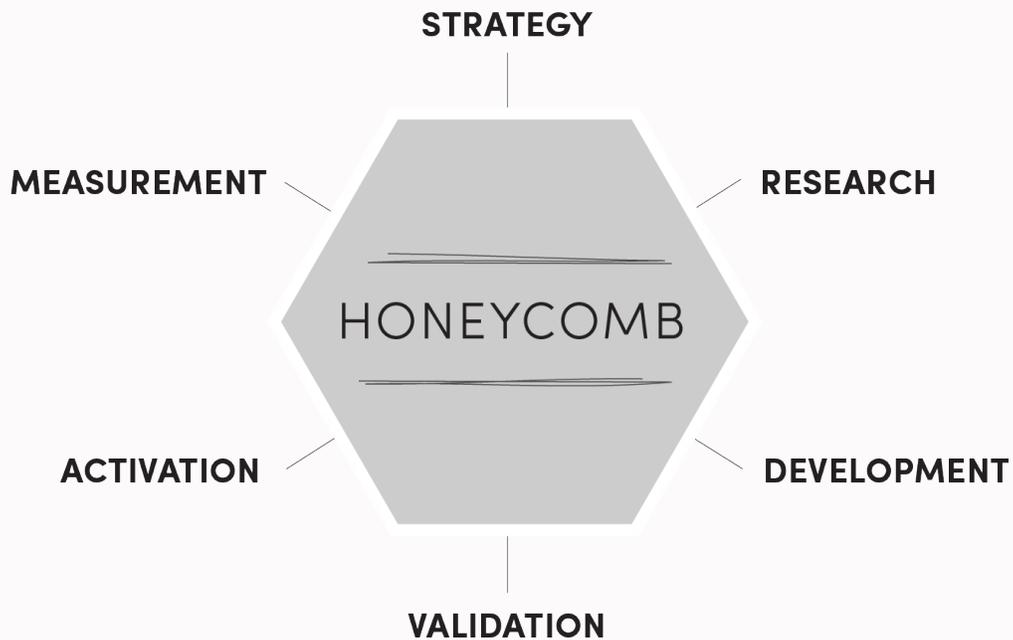


THE SOLVE

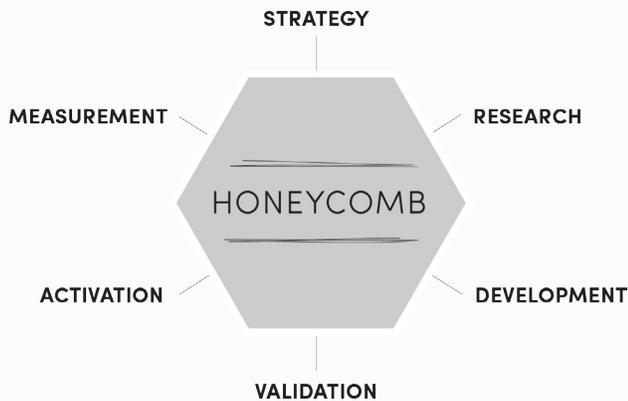
Discovering Drive

The organization engaged The Starr Conspiracy in a message project. As with all projects we conduct, we took the company through our Honeycomb Process, a journey to help the enterprise discover its Drive,¹ develop impactful messages, and engage with radical buyers.

HERE'S WHAT WE DID:



¹ A company's Drive consists of the internal factors that define a client's voice. Those factors include: obsession (core desire), gifts, traps, fears, legacy (goal), and archetype.



Strategy: The Starr Conspiracy devised a strategy that focused not on touting technical aspects but creating emotional resonance with prospective clients.

Additionally, we helped rebrand the business as a “recruitment marketing platform,” a term you probably know now, but only because innovative companies like this one pioneered it to address buyer frustrations in distinctive ways.

Research: The Starr Conspiracy conducted a competitive analysis and extensive internal and external stakeholder interviews to help the company develop a compelling vision.

Development: The Starr Conspiracy identified a range of characteristics and variables to improve the organization’s ability to craft an impactful image:

- **Drive Variables:** Defining who the company is
- **Message Variables:** Detailing what the company does (see below for more details)
- **Functional Associations:** Primary features the business wants to be known for
- **Brand Attributes:** Main characteristics of the brand
- **Brand Archetype:** Overarching personality

Validation: The Starr Conspiracy validated the project with the company’s senior leadership and its major clients, as well as via intensive competitive-intelligence analysis.

Activation: We produced message guides for internal and ongoing message development to drive marketing efforts. Additionally, we developed a new visual identity and brand standards guide to ensure that the client was able to maintain a bold image.

Measurement: The Starr Conspiracy engages in continued measurement studies to bolster brand awareness, functional association, and brand affinity.

THE RESULT

From Bland to Bold

As a result of going through our Honeycomb Process, the company gained alignment among employees, prospects (market), and clients around the company's Drive. A unified voice around core messages further helped the organization and its radical buyers engage with each other. Specifically, the business rallied around its message variables:

Radical Buyer: The company identified their most valuable, passionate audience, enabling them to connect with that audience more effectively.

Category: The enterprise gained a greater understanding of the sandbox in which they play, so they could better focus their business efforts.

Essential Value: The organization discovered their unique place in the market and how to use their voice to convey that value.

Competition: The company identified where their competitors existed in the market – and how to surpass them.

Choice Factor: The company gained clarity on why buyers would choose them over their competitors.

Functional Associations: The company was still able to tout their expertise and technical features – only now they could filter their capabilities through their personality to connect better with buyers.

Importantly, the company no longer hesitated to present their true selves to the market, using their newfound voice to embrace their brand archetype, speak more confidently, and take greater thought leadership positions.

A great success story, right? Let's discuss creating one of your own.



What About **Your** Message?

Vanilla Is Not Enough

There's another life — and, yes, marketing — lesson here: You can't expect others to know who you are unless you know who you are first.

So let's get to know each other. We'd love to have a conversation about your messaging needs and how we can work together to help you find your voice and your radical buyers.

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.