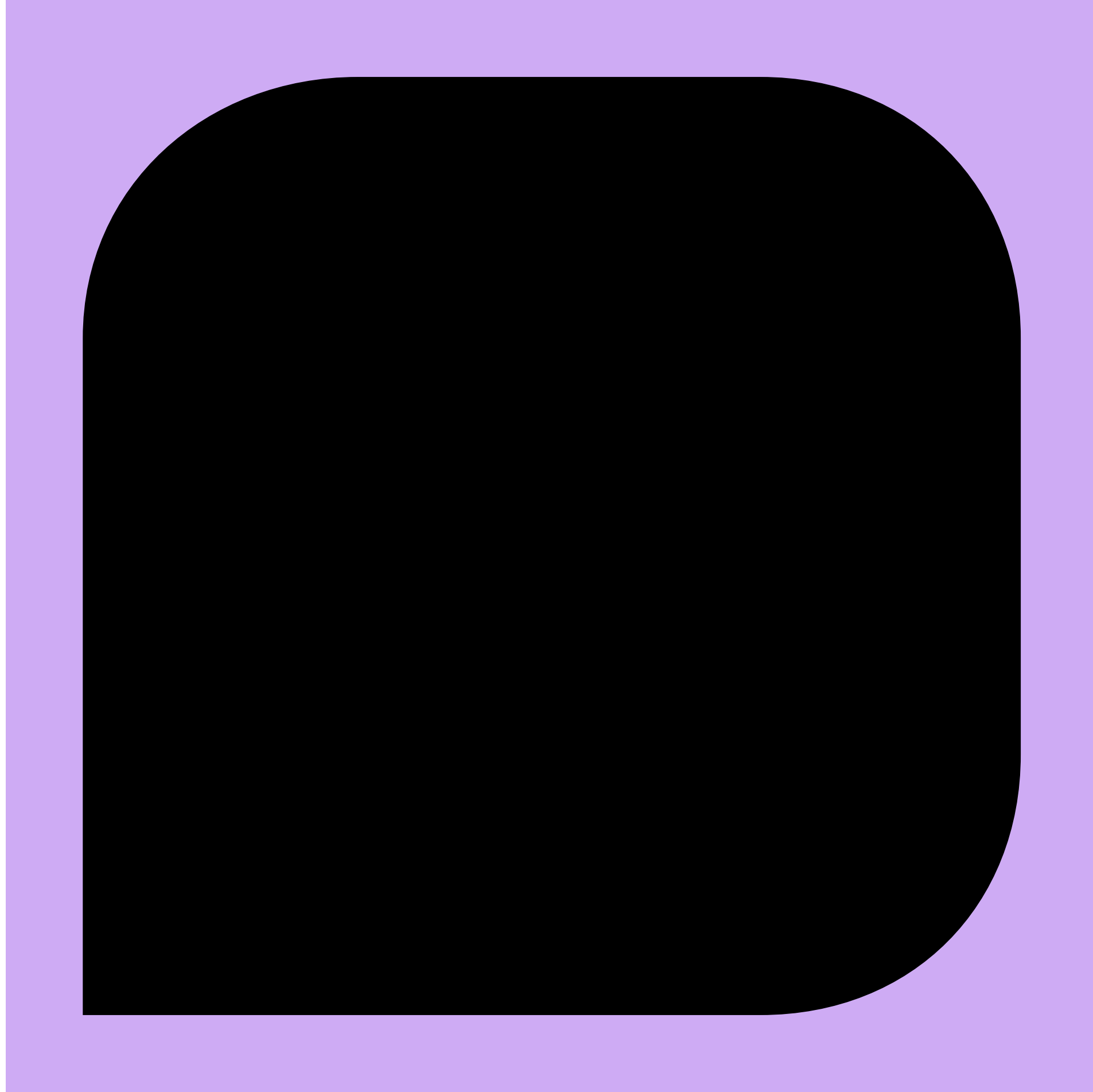
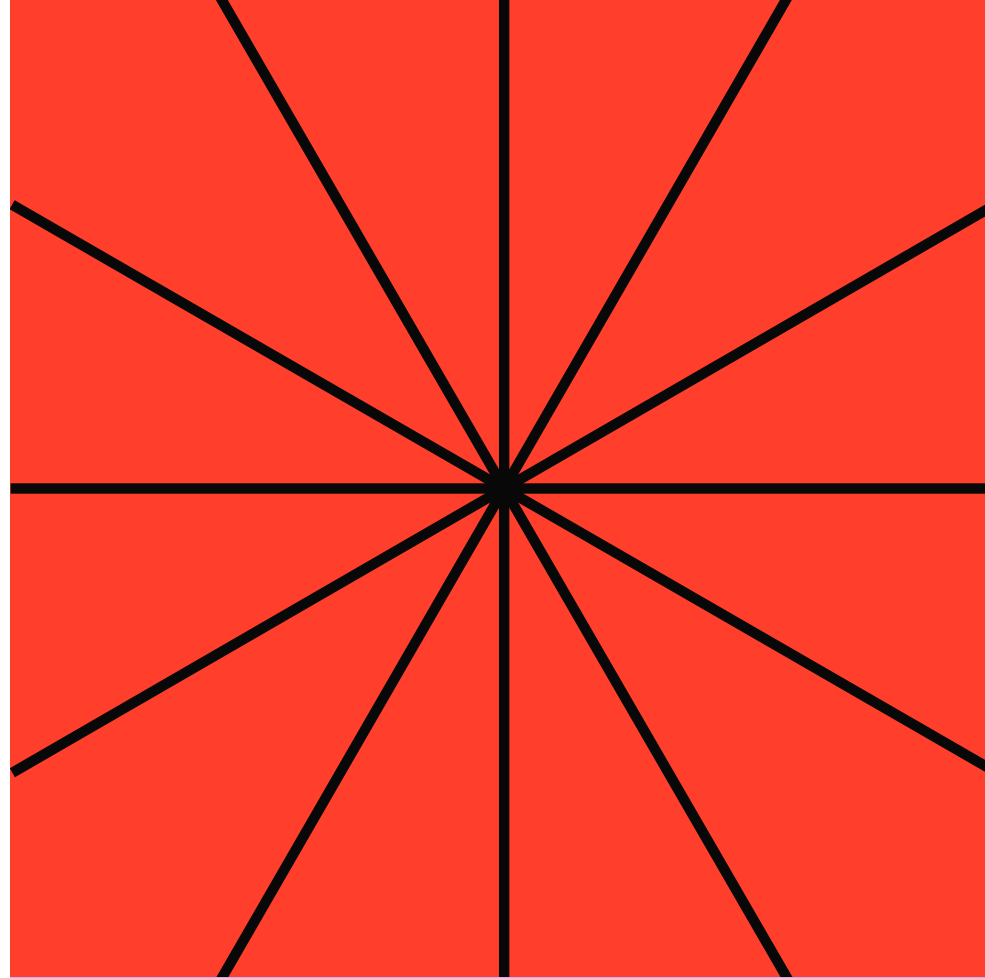


**SABOTEUR**

# Foundations for freedom

**The Saboteur Brand Toolkit**  
Brand messaging



**SABOTEUR**

## Get in touch

A messaging strategy is just one of the ‘foundations for freedom’ that great brands put in place in order to escape their constraints and achieve their potential.

If you would like to find out more about our brand messaging toolkit, who it’s already worked for, and how we can use it to set your brand free, please get in touch.

### **Saboteur Team**

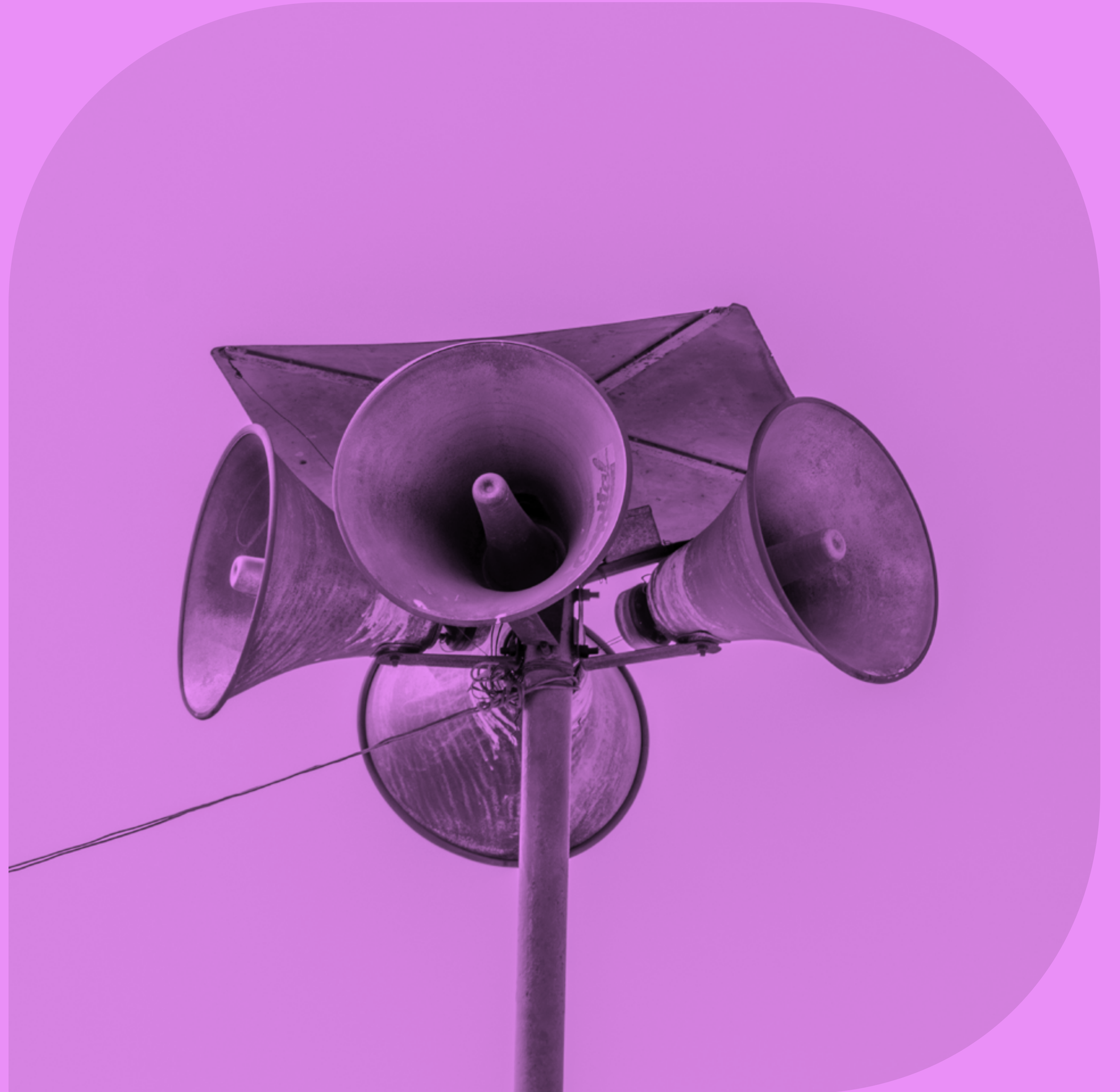
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# Contents

1. Brand messaging
2. Audience messaging
3. Elevator pitches
4. Communications planning

# Brand messaging



# Brand messaging is any communication intended to establish, or strengthen, the brand's position.

A brand messaging framework is a tool that helps writers and speakers to support the brand's objectives.

It sets out the subject matter the brand must focus on, and the emotional impact it must aim to have, if it is to build or strengthen its position.

It is not an exhaustive menu of messages, but a universal starting point for all brand messages.

It forms part of a brand's guidelines and is especially useful when creating content for owned channels.

## What makes an effective brand messaging framework

### A clear position

Great messaging strategy begins with a clear and compelling brand position. All brand messaging should be written with the intention of claiming or reinforcing this unique ‘place in the mind’.

### Emotional benefits

Great messaging strategy establishes exactly how a brand’s position – and therefore its messaging – should make its audiences feel. These emotions must be specific, and truer to you than your competitors; if the customer wants to feel them, they must choose you.

### Practical benefits

Great messaging strategy sets out the practical benefits of choosing this brand instead of another. These benefits are quantifiable and often tangible and are derived from the brands offering. By describing them in the right way, writers can illicit the brand’s emotional benefits.

### Example headlines

Messaging strategy is easier to follow when brought to life using examples. Ad-style headlines are a powerful way to show writers how to use the brand’s practical benefits to create messages that elicit its emotional benefits.

### Core messages

Messaging strategy is easier to follow when brought to life using examples. Core messages explain in 1-2 sentences what each practical benefit is and why it matters. Core messages are ‘high-level’, so that writers can tailor them to specific features, audiences and circumstances.

### Proof points

A great messaging strategy will organize a company’s numerous products, services and initiatives into ‘proof points’, which serve as substantiation for its practical (and emotional) benefits. This allows writers to present a diverse offer in a unified voice.

**2 types of messaging framework:**

# Brand messaging framework

[Do this first]

1.



# Audience messaging framework

[Do this second]

2.



**2 types of messaging framework:**

# Brand messaging framework

[Do this first]

1.



# Audience messaging framework

[Do this second]

2.





# Brand messaging framework



<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
<b>EXAMPLE HEADLINES</b>	Headline A	Headline B	Headline C	Headline D	Headline E	Headline F
<b>CORE MESSAGE</b>	Core Message A	Core Message B	Core Message C	Core Message D	Core Message E	Core Message F
<b>PROOF POINTS</b>	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives

1. What's your brand's position? Start with a summary of the brand's unique 'place in the mind' of its audiences.

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
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**2. How should your brand’s position – and therefore your messaging –make your audiences feel? In up to 3 adjectives, describe the emotional benefits truer to you and your brand position than to your competitors and theirs.**

**The simpler this list, the easier it will be to successfully implement your messaging strategy. Aim for no more than 3 clear emotional benefits and express each one using a single adjective.**

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
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<b>PROOF POINTS</b>	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives

**3. What are your ‘practical benefits’? Define the observable and quantifiable benefits that your offering provides to your audiences. Ensure your practical benefits directly cause your emotional ones.**

**The simpler this list, the easier it will be to successfully implement your messaging strategy. Aim for no more than 2 practical benefits per emotional benefit, and make sure you express each one in just a few words.**

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
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**4. Ad-style headlines are a powerful way to show writers how to use the brand's practical benefits to create messages that elicit its emotional benefits.**

**By creating one headline per practical benefit, you can prove it's possible to articulate every part of your offer in a way that strengthens your brand's position.**

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
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**5. Core messages explain in 1-2 sentences what each practical benefit is and why it matters. Core messages are ‘high-level’, so that writers can tailor them to specific circumstances, by adding details that are specific to certain features or audiences.**

**Creating these examples will make your messaging strategy easier to both understand and follow.**

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
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**6. Organize your numerous products, services and initiatives into ‘proof points’, which serve as substantiation for its practical (and emotional) benefits. This will allow writers to create messages on any topic, in a way that articulates your brand’s benefits, and supports its position.**

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
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# Brand messaging framework: example

**EXAMPLE: A fictional company offering training services to professionals**

<b>BRAND POSITION</b>	<p align="center"><b>“Learn to lead”</b></p> <p align="center">At a time when it feels like the latest business knowledge has an ever shorter shelf-life, we provide organisations with an agile and continuous learning offer, so their leaders are always ahead of the curve.</p>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Learning is <b>EXCITING</b>		Learning is <b>EASY</b>		Learning is <b>REWARDING</b>	
<b>PRACTICAL BENEFITS</b> By providing them with	<b>CUTTING-EDGE COURSES</b>	<b>ENTERTAINING CONTENT</b>	<b>‘SNACKABLE’ LEARNING</b>	<b>COMMUNITY SUPPORT</b>	<b>CAREER PLANNING</b>	<b>PRESTIGIOUS QUALIFICATIONS</b>
<b>EXAMPLE HEADLINES</b>	Real-world learning, real-time results	Level-up your leadership	Bite-sized learning for busy leaders	The best leaders learn from each other	Leadership is a journey. We’ve got the map	Mastered a subject? Make it known
<b>CORE MESSAGE</b>	“Keep pace with the latest in leadership. Our courses explore emerging topics and offer practical insights through real-world case studies, helping you gain relevant qualifications and build confidence.”	“Transform leadership learning into an engaging experience with video case studies, insights from big-name guest lecturers, and gamified content. Discover a dynamic way to stay ahead in a world that won’t stand still.”	“Leadership learning made easy: access mobile-first, bite-sized content and join virtual lectures anytime, anywhere. Stay ahead with flexible, on-the-go training designed to fit seamlessly into your busy schedule.”	“Learning made easy with a supportive community. Engage in online forums, receive personalized 1-on-1 feedback via messenger, and connect through exclusive networking events—helping you grow as a leader through continuous support.”	“Unlock your leadership potential with tailored career coaching. From our A.I. career coach to our personalized learning journeys, CV and LinkedIn profile support, we’ll help you plot your path to success.”	“Earn qualifications through our accredited programs, developed in partnership with top academic and industry leaders. Your CV will thank you for it.”
<b>PROOF POINTS</b>	<ul style="list-style-type: none"> <li>• First-to-market with ‘hot topic’ courses and qualifications</li> <li>• Contemporary case studies and examples</li> </ul>	<ul style="list-style-type: none"> <li>• Video case studies</li> <li>• Celebrity guest lectures</li> <li>• Gamification of learning experience</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile-first, ‘anytime’ learning</li> <li>• Virtual lectures</li> <li>• Courses divided into short modules</li> </ul>	<ul style="list-style-type: none"> <li>• Online learning forums</li> <li>• 1-on-1 feedback via messenger function</li> <li>• Access to networking events</li> </ul>	<ul style="list-style-type: none"> <li>• A.I. career coach</li> <li>• Personalised ‘learning journeys’</li> <li>• CV building support</li> <li>• LinkedIn profile building</li> <li>• Access to career planning seminars</li> </ul>	<ul style="list-style-type: none"> <li>• Accreditations in partnership with leaders in academia and industry</li> <li>• Social media assets</li> </ul>

2 types of messaging framework:

# Brand messaging framework

[Do this first]

1.



# Audience messaging framework

[Do this second]

2.



# Audience messaging framework



## What makes an effective audience messaging framework?

### Brand alignment

Audience-specific messaging must address specific customer needs while leveraging and strengthening the overall brand position. For this reason, audience-specific messaging frameworks should be derived from the brand messaging framework.

### Specific proof-points

A good audience-specific messaging framework will highlight the 'proof points' or 'reasons to believe' that are most relevant to the given audience's needs. As a result, writers receive a brief that includes both audience needs and the specific product or service features that address those needs.

### Deep insight

Audience-specific messages address audience-specific needs. The more deeply we understand those needs, the more powerful our messages can be. Writers must therefore inherit, or generate, meaningful insight into the audience's pain points and desires.

### Tailored messages

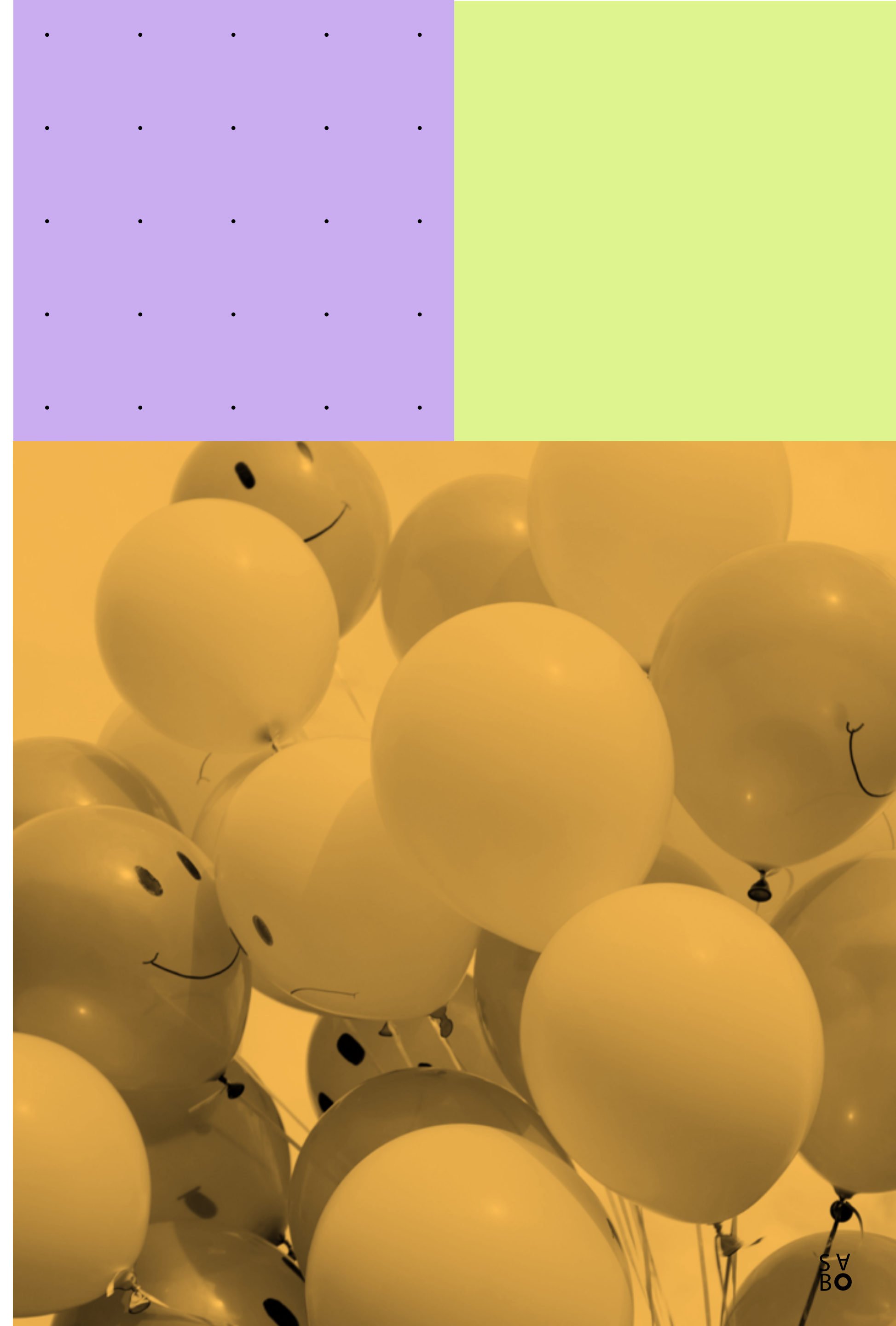
A good audience-specific messaging framework will provide examples of core brand messages, adapted to specific customer needs. In this way, they make it easier for writers to work out ways of targeting different need states, while continuing to leverage and build the overall brand position.

# Audience profile

## Audience profile segment name

- **Essential context**  
[E.G. Demographics, psychographics, geographics, behavioural information, customer journey, communication preferences, pain points]
- **Emotional/practical need 1**
- **Emotional/practical need 1**
- **Emotional/practical need 1**

**1. Profile each audience segment according to the 'key emotional and practical needs' that are, or could be, addressed by your brand or category.**



# Audience messaging framework



<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
<b>KEY NEEDS</b> Audience segment						
<b>EXAMPLE HEADLINES</b>	Headline A	Headline B	Headline C	Headline D	Headline E	Headline F
<b>CORE MESSAGE</b>	Core Message A	Core Message B	Core Message C	Core Message D	Core Message E	Core Message F
<b>PROOF POINTS</b>	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives

2. Insert a row for 'key needs' into the core messaging framework, between the 'benefits' that meet the needs of the customer, and the messages that address them.

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
<b>KEY NEEDS</b> Audience segment		Need X			Need Y	Need Z
<b>EXAMPLE HEADLINES</b>	Headline A	Headline B	Headline C	Headline D	Headline E	Headline F
<b>CORE MESSAGE</b>	Core Message A	Core Message B	Core Message C	Core Message D	Core Message E	Core Message F
<b>PROOF POINTS</b>	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives

**4. If necessary, customize headlines and core messages to address the customer need directly.**

<b>BRAND POSITION</b>	<b>Summary</b>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Adjective 1		Adjective 2		Adjective 3	
<b>PRACTICAL BENEFITS</b> By providing them with	Benefit A	Benefit B	Benefit C	Benefit D	Benefit E	Benefit F
<b>KEY NEEDS</b> Audience segment		Need X			Need Y	Need Z
<b>EXAMPLE HEADLINES</b>	Headline A	Headline B	Headline C	Headline D	Headline E	Headline F
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<b>PROOF POINTS</b>	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives	Products Services Initiatives

**5. Refine the list of proof points down to those most relevant to the customer segment and their needs.**

# Audience messaging framework: examples

<b>BRAND POSITION</b>	<p align="center"><b>“Learn to lead”</b></p> <p align="center">At a time when it feels like the latest business knowledge has an ever shorter shelf-life, we provide organisations with an agile and continuous learning offer, so their leaders are always ahead of the curve.</p>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Learning is <b>EXCITING</b>		Learning is <b>EASY</b>		Learning is <b>REWARDING</b>	
<b>PRACTICAL BENEFITS</b> By providing them with	<b>CUTTING-EDGE COURSES</b>	<b>ENTERTAINING CONTENT</b>	<b>‘SNACKABLE’ LEARNING</b>	<b>COMMUNITY SUPPORT</b>	<b>CAREER PLANNING</b>	<b>PRESTIGIOUS QUALIFICATIONS</b>
<b>EXAMPLE HEADLINES</b>	Real-world learning, real-time results	Level-up your leadership	Bite-sized learning for busy leaders	The best leaders learn from each other	Leadership is a journey. We’ve got the map	Mastered a subject? Make it known
<b>CORE MESSAGE</b>	“Keep pace with the latest in leadership. Our courses explore emerging topics and offer practical insights through real-world case studies, helping you gain relevant qualifications and build confidence to navigate today’s fast-changing business landscape.”	“Transform leadership learning into an engaging experience with video case studies, insights from big-name guest lecturers, and gamified content. Discover a dynamic way to stay ahead in a world that won’t stand still.”	“Leadership learning made easy: access mobile-first, bite-sized content and join virtual lectures anytime, anywhere. Stay ahead with flexible, on-the-go training designed to fit seamlessly into your busy schedule.”	“Learning made easy with a supportive community. Engage in online forums, receive personalized 1-on-1 feedback via messenger, and connect through exclusive networking events—helping you grow as a leader through continuous support.”	“Unlock your leadership potential with tailored career coaching. From our A.I. career coach to our personalized learning journeys, CV and LinkedIn profile support, we’ll help you plot your path to success.”	“Earn qualifications through our accredited programs, developed in partnership with top academic and industry leaders. Your reputation will thank you for it.”
<b>PROOF POINTS</b>	<ul style="list-style-type: none"> <li>• First-to-market with ‘hot topic’ courses and qualifications</li> <li>• Contemporary case studies and examples</li> </ul>	<ul style="list-style-type: none"> <li>• Video case studies</li> <li>• Celebrity guest lectures</li> <li>• Gamification of learning experience</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile-first, ‘anytime’ learning</li> <li>• Virtual lectures</li> <li>• Courses divided into short modules</li> </ul>	<ul style="list-style-type: none"> <li>• Online learning forums</li> <li>• 1-on-1 feedback via messenger function</li> <li>• Access to networking events</li> </ul>	<ul style="list-style-type: none"> <li>• A.I. career coach</li> <li>• Personalised ‘learning journeys’</li> <li>• CV building support</li> <li>• LinkedIn profile building</li> <li>• Access to career planning seminars</li> </ul>	<ul style="list-style-type: none"> <li>• Accreditations in partnership with leaders in academia and industry</li> <li>• Social media assets</li> </ul>

**EXAMPLE: A fictional company offering training services to professionals.**

**It targets many audiences, including the three shown in this section; business owners (SME), department heads and up-and-coming execs.**

## Audience profile

### **Business owners (SME)**

- Founders & owners of growing service businesses
- They are keenly aware of emerging trends and disruptive technologies
- But feel they could be better equipped to take advantage of new opportunities, or mitigate threats
- They believe in 'learning & development', both as a way of rewarding and retaining staff, and of increasing their value to the business
- But they they feel apprehensive about staff taking time away from client work to pursue their learning objectives



<b>BRAND POSITION</b>	<p align="center"><b>“Learn to lead”</b></p> <p align="center">At a time when it feels like the latest business knowledge has an ever shorter shelf-life, we provide organisations with an agile and continuous learning offer, so their leaders are always ahead of the curve.</p>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Learning is <b>EXCITING</b>		Learning is <b>EASY</b>		Learning is <b>REWARDING</b>	
<b>PRACTICAL BENEFITS</b> By providing them with	<b>CUTTING-EDGE COURSES</b>	<b>ENTERTAINING CONTENT</b>	<b>‘SNACKABLE’ LEARNING</b>	<b>COMMUNITY SUPPORT</b>	<b>CAREER PLANNING</b>	<b>PRESTIGIOUS QUALIFICATIONS</b>
<b>KEY NEEDS</b>	<b>TO CAPITALISE ON TRENDS/TECH</b>		<b>TIME-EFFICIENT L&amp;D</b>			
<b>EXAMPLE HEADLINES</b>	Real-world learning, real-time results	Level-up your leadership	Bite-sized learning for busy leaders	The best leaders learn from each other	Leadership is a journey. We’ve got the map	Mastered a subject? Make it known
<b>CORE MESSAGE</b>	“Keep pace with the latest in leadership. Our courses explore emerging topics and offer practical insights through real-world case studies, helping you gain relevant qualifications and build confidence to navigate today’s fast-changing business landscape.”	“Transform leadership learning into an engaging experience with video case studies, insights from big-name guest lecturers, and gamified content. Discover a dynamic way to stay ahead in a world that won’t stand still.”	“Leadership learning made easy: access mobile-first, bite-sized content and join virtual lectures anytime, anywhere. Stay ahead with flexible, on-the-go training designed to fit seamlessly into your busy schedule.”	“Learning made easy with a supportive community. Engage in online forums, receive personalized 1-on-1 feedback via messenger, and connect through exclusive networking events—helping you grow as a leader through continuous support.”	“Unlock your leadership potential with tailored career coaching. From our A.I. career coach to our personalized learning journeys, CV and LinkedIn profile support, we’ll help you plot your path to success.”	“Earn qualifications through our accredited programs, developed in partnership with top academic and industry leaders. Your reputation will thank you for it.”
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**AUDIENCE MESSAGING FRAMEWORK:  
BUSINESS OWNER (SME)**



Audience messages should be targeted by aligning their ‘key needs’ to the most relevant practical benefit (as shown).

<b>BRAND POSITION</b>	<p align="center"><b>“Learn to lead”</b></p> <p align="center">At a time when it feels like the latest business knowledge has an ever shorter shelf-life, we provide organisations with an agile and continuous learning offer, so their leaders are always ahead of the curve.</p>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Learning is <b>EXCITING</b>		Learning is <b>EASY</b>		Learning is <b>REWARDING</b>	
<b>PRACTICAL BENEFITS</b> By providing them with	<b>CUTTING-EDGE COURSES</b>	<b>ENTERTAINING CONTENT</b>	<b>‘SNACKABLE’ LEARNING</b>	<b>COMMUNITY SUPPORT</b>	<b>CAREER PLANNING</b>	<b>PRESTIGIOUS QUALIFICATIONS</b>
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<b>EXAMPLE HEADLINES</b>	<b>Real-world learning, real-time results</b>	<b>Level-up your leadership</b>	<b>Bite-sized learning for busy leaders</b>	<b>The best leaders learn from each other</b>	<b>Leadership is a journey. We’ve got the map</b>	<b>Mastered a subject? Make it known</b>
<b>CORE MESSAGE</b>	“Keep pace with the latest in leadership. Our courses explore emerging topics and offer practical insights through real-world case studies, helping you gain relevant qualifications and build confidence to navigate today’s fast-changing business landscape.”	“Transform leadership learning into an engaging experience with video case studies, insights from big-name guest lecturers, and gamified content. Discover a dynamic way to stay ahead in a world that won’t stand still.”	“Leadership learning made easy: access mobile-first, bite-sized content and join virtual lectures anytime, anywhere. Stay ahead with flexible, on-the-go training designed to fit seamlessly into your busy schedule.”	“Learning made easy with a supportive community. Engage in online forums, receive personalized 1-on-1 feedback via messenger, and connect through exclusive networking events—helping you grow as a leader through continuous support.”	“Unlock your leadership potential with tailored career coaching. From our A.I. career coach to our personalized learning journeys, CV and LinkedIn profile support, we’ll help you plot your path to success.”	“Earn qualifications through our accredited programs, developed in partnership with top academic and industry leaders. Your reputation will thank you for it.”
<b>PROOF POINTS</b>	<ul style="list-style-type: none"> <li>• First-to-market with ‘hot topic’ courses and qualifications</li> <li>• Contemporary case studies and examples</li> </ul>	<ul style="list-style-type: none"> <li>• Video case studies</li> <li>• Celebrity guest lectures</li> <li>• Gamification of learning experience</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile-first, ‘anytime’ learning</li> <li>• Virtual lectures</li> <li>• Courses divided into short modules</li> </ul>	<ul style="list-style-type: none"> <li>• Online learning forums</li> <li>• 1-on-1 feedback via messenger function</li> <li>• Access to networking events</li> </ul>	<ul style="list-style-type: none"> <li>• A.I. career coach</li> <li>• Personalised ‘learning journeys’</li> <li>• CV building support</li> <li>• LinkedIn profile building</li> <li>• Access to career planning seminars</li> </ul>	<ul style="list-style-type: none"> <li>• Accreditations in partnership with leaders in academia and industry</li> <li>• Social media assets</li> </ul>

**AUDIENCE MESSAGING FRAMEWORK:  
BUSINESS OWNER (SME)**



Headlines and core messages can be customised by linking the most relevant proof point(s) to the relevant benefits.



## Audience profile

### Department heads

- 'Middle managers' responsible for leading client projects, designing services and mentoring and managing their teammates
- They have experienced some career success already, and feel ambitious and optimistic about their overall career trajectories
- However, they want that success and progress to continue and feel anxious about being 'on the right path'
- They have reached a point where they are the most senior member of their teams
- Which means they feel the absence of a peer group, and miss having the opportunity to learn from others at a similar career stage



<b>BRAND POSITION</b>	<p align="center"><b>“Learn to lead”</b></p> <p align="center">At a time when it feels like the latest business knowledge has an ever shorter shelf-life, we provide organisations with an agile and continuous learning offer, so their leaders are always ahead of the curve.</p>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Learning is <b>EXCITING</b>		Learning is <b>EASY</b>		Learning is <b>REWARDING</b>	
<b>PRACTICAL BENEFITS</b> By providing them with	CUTTING-EDGE COURSES	ENTERTAINING CONTENT	‘SNACKABLE’ LEARNING	COMMUNITY SUPPORT	CAREER PLANNING	PRESTIGIOUS QUALIFICATIONS
<b>KEY NEEDS</b>				TO BE PART OF A ‘PEER GROUP’	TO BE ‘ON THE RIGHT PATH’	
<b>EXAMPLE HEADLINES</b>	Real-world learning, real-time results	Level-up your leadership	Bite-sized learning for busy leaders	The best leaders learn from each other	Leadership is a journey. We’ve got the map	Mastered a subject? Make it known
<b>CORE MESSAGE</b>	“Keep pace with the latest in leadership. Our courses explore emerging topics and offer practical insights through real-world case studies, helping you gain relevant qualifications and build confidence to navigate today’s fast-changing business landscape.”	“Transform leadership learning into an engaging experience with video case studies, insights from big-name guest lecturers, and gamified content. Discover a dynamic way to stay ahead in a world that won’t stand still.”	“Leadership learning made easy: access mobile-first, bite-sized content and join virtual lectures anytime, anywhere. Stay ahead with flexible, on-the-go training designed to fit seamlessly into your busy schedule.”	“Learning made easy with a supportive community. Engage in online forums, receive personalized 1-on-1 feedback via messenger, and connect through exclusive networking events—helping you grow as a leader through continuous support.”	“Unlock your leadership potential with tailored career coaching. From our A.I. career coach to our personalized learning journeys, CV and LinkedIn profile support, we’ll help you plot your path to success.”	“Earn qualifications through our accredited programs, developed in partnership with top academic and industry leaders. Your reputation will thank you for it.”
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**AUDIENCE MESSAGING FRAMEWORK:  
DEPARTMENT HEADS**



This version of the framework shows how messages should be targeted to the ‘Department Head’ by aligning their ‘key needs’ to the most relevant practical benefits.

Headlines and core messages can be customised by linking the most relevant proof point(s) to the relevant benefits.

## Audience profile

### Up-and-coming Exec

- Ambitious and energetic young executives on the fast track to a senior role.
- Their employers are looking for a way to nurture their talent, and to reward their high performance
- They bear responsibility for a high volume of client work and lack the flexibility or 'downtime' to take on demanding learning assignments
- As the more junior members of their teams, they often worry they lack the knowledge or experience that clients or colleagues might expect of them
- They work demanding schedules, often under high pressure. They seldom study outside of work because they rely on their free time to 'de-stress'



<b>BRAND POSITION</b>	<p align="center"><b>“Learn to lead”</b></p> <p align="center">At a time when it feels like the latest business knowledge has an ever shorter shelf-life, we provide organisations with an agile and continuous learning offer, so their leaders are always ahead of the curve.</p>					
<b>EMOTIONAL BENEFITS</b> We make our audiences feel...	Learning is <b>EXCITING</b>		Learning is <b>EASY</b>		Learning is <b>REWARDING</b>	
<b>PRACTICAL BENEFITS</b> By providing them with	<b>CUTTING-EDGE COURSES</b>	<b>ENTERTAINING CONTENT</b>	<b>‘SNACKABLE’ LEARNING</b>	<b>COMMUNITY SUPPORT</b>	<b>CAREER PLANNING</b>	<b>PRESTIGIOUS QUALIFICATIONS</b>
<b>KEY NEEDS</b>		<b>ESCAPE FROM WORK STRESS</b>	<b>AVOID BIG TIME COMMITMENTS</b>			<b>MATCH OTHERS’ EXPECTATIONS</b>
<b>EXAMPLE HEADLINES</b>	Real-world learning, real-time results	Level-up your leadership	Bite-sized learning for busy leaders	The best leaders learn from each other	Leadership is a journey. We’ve got the map	Mastered a subject? Make it known
<b>CORE MESSAGE</b>	“Keep pace with the latest in leadership. Our courses explore emerging topics and offer practical insights through real-world case studies, helping you gain relevant qualifications and build confidence to navigate today’s fast-changing business landscape.”	“Transform leadership learning into an engaging experience with video case studies, insights from big-name guest lecturers, and gamified content. Discover a dynamic way to stay ahead in a world that won’t stand still.”	“Leadership learning made easy: access mobile-first, bite-sized content and join virtual lectures anytime, anywhere. Stay ahead with flexible, on-the-go training designed to fit seamlessly into your busy schedule.”	“Learning made easy with a supportive community. Engage in online forums, receive personalized 1-on-1 feedback via messenger, and connect through exclusive networking events—helping you grow as a leader through continuous support.”	“Unlock your leadership potential with tailored career coaching. From our A.I. career coach to our personalized learning journeys, CV and LinkedIn profile support, we’ll help you plot your path to success.”	“Earn qualifications through our accredited programs, developed in partnership with top academic and industry leaders. Your reputation will thank you for it.”
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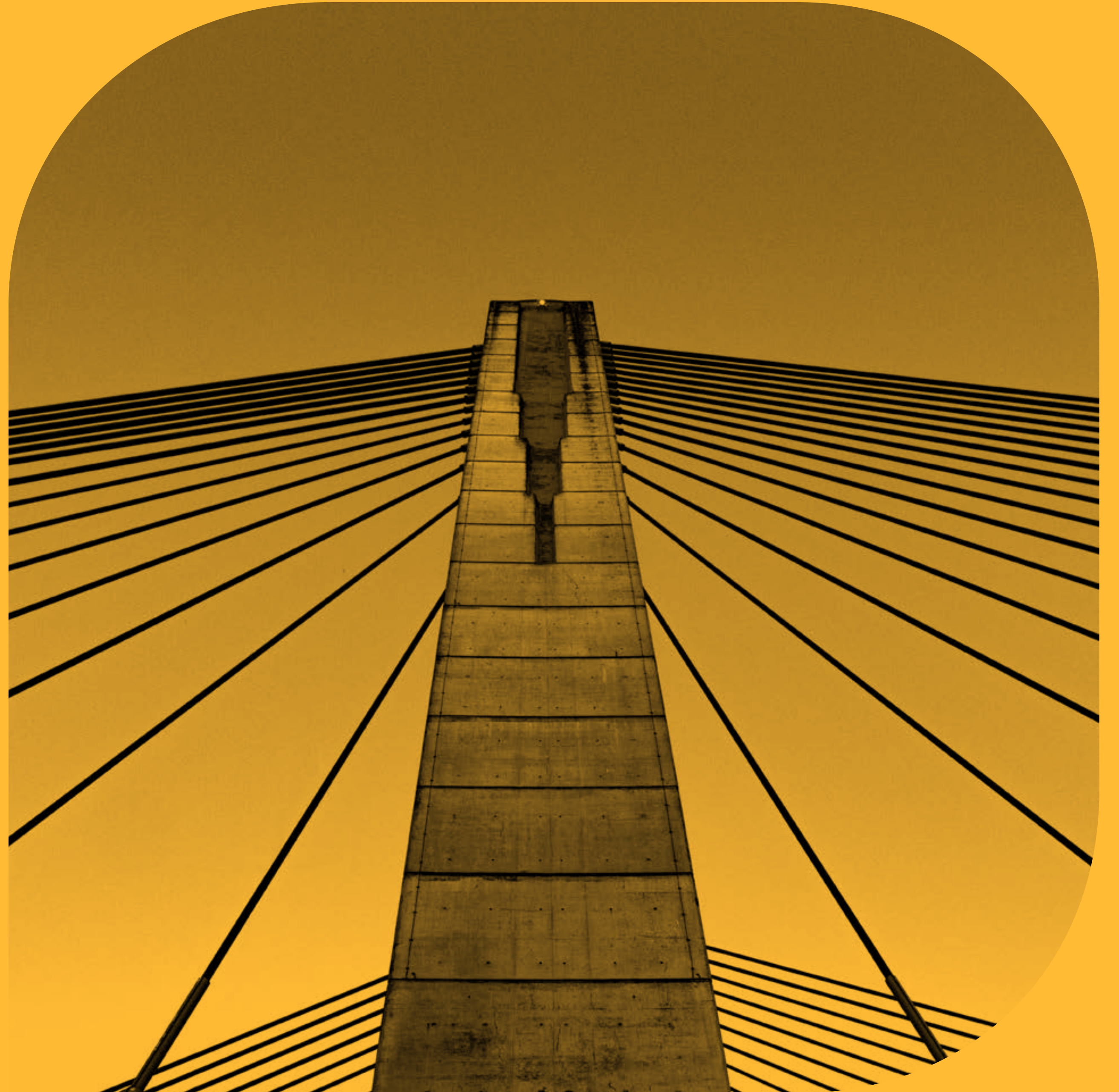
**AUDIENCE MESSAGING FRAMEWORK:  
UP-AND-COMING EXECs**



This version of the framework shows how messages should be targeted to ‘Up-and-coming Execs’ by aligning their ‘key needs’ to the most relevant practical benefits.

Headlines and core messages can be customised by linking the most relevant proof point(s) to the relevant benefits.

# The relationship between brand messaging and other brand elements



## BUSINESS STRATEGY ARTICULATION

Making the business's strategic objectives clear and compelling to all relevant stakeholders, especially those inside the organisation

Organisational purpose statement, vision statement, mission statement, corporate values

## BRAND PORTFOLIO AND ARCHITECTURE STRATEGY

Deciding the number and types of brand needed to reach an organisation's objectives

## BRAND POSITIONING

Defining how the brand must be perceived for the business to reach its objectives  
*[key behaviour changes: purchase, invest, advocate, create]*

Positioning statement, brand essence [a.k.a. 'strategic platform' or 'positioning idea'], brand narrative, brand personality

## EMPLOYER VALUE PROPOSITION (EVP)

Defining what you stand for, offer, and require as an employer  
*[key behaviour changes: apply, don't apply, align, stay]*

EVP statement, essence, narrative, messaging

### BRAND NAMING

Claiming or reinforcing the brand's position through its choice of name

### VISUAL IDENTITY

Claiming or reinforcing the brand's position through its look and feel

### VERBAL IDENTITY

Claiming or reinforcing the brand's position through its use of language

### BRAND CAMPAIGN

Claiming or reinforcing the brand's position through a series of ads or activations

### CUSTOMER EXPERIENCE

Claiming or reinforcing the brand's position through customer interaction

### TALENT CAMPAIGN

Claiming or reinforcing the EVP through a series of ads or activations

### EMPLOYEE EXPERIENCE

Helping to realise the business strategy & EVP through employee interaction

#### Visual identity platform or 'creative idea'

Inspires and unifies all design applications

*Expressed as a sentence or one liner*

#### Brand messaging and voice

Inspires and unifies all written and spoken applications

*Expressed as guidelines and examples*

#### Campaign platform or 'campaign idea'

Inspires and unifies a campaign's elements and executions

*Expressed as a short phrase*

#### Customer experience platform

Inspires and unifies all signature experiences

*Expressed as customer experience pillars and/or a short phrase*

#### Campaign platform or 'campaign idea'

Inspires and unifies a campaign's elements and executions

*Expressed as a short phrase*

#### Employee experience pillars

Inspires and unifies a set of internal strategic initiatives

*Expressed as a shared belief, behaviour, or 'mantra'*

Design applications, graphic device, logo, colour palette, motion principles, photography, illustration, brand tagline

Headline examples, internal comms examples, speeches, press release examples, etc.

Campaign applications including design, copywriting, campaign tagline, etc. [Can be customer, talent, or employee facing]

Signature brand experiences, customer service flourishes, hero products and services, key features in physical environments, etc.

Campaign applications including design, copywriting, campaign tagline, etc. [Can be customer, talent, or employee facing]

Employee engagement initiatives, events, rituals, internal initiatives, policy, codes of conduct, etc.

■ VERBAL IDENTITY

■ SERVICE

■ STRATEGIC DELIVERABLE

■ COMMUNICATIONS PLATFORM

■ COMMUNICATIONS APPLICATIONS

■ EXPERIENCE PLATFORM

■ EXPERIENCE APPLICATIONS

## Get in touch

A messaging strategy is just one of the 'foundations for freedom' that great brands put in place in order to escape their constraints and achieve their potential.

If you would like to find out more about our brand messaging toolkit, who it's already worked for, and how we can use it to set your brand free, please get in touch.

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