GLOBAL MARKET RESEARCH

radius

Message Optimizer™

*Identifying a powerful and cohesive set of messages
to optimize your brand.*

What is Message Optimizer™?

Radius Message Optimizer™ will help you identify
the best positioning for your brand. It's a realistic
approach, using fundamental questions and
consumer choices to evaluate the effectiveness
of messages across critical dimensions. It helps
guide the construction of a powerful platform
built around core and supporting messages that
work best together.

How does Message Optimizer™ work?

Message Optimizer™ works with a set of
short-singular ideas (generally 20–40) and helps
develop them into a messaging platform.

The approach determines how motivating each
idea is by using a choice based approach. We also
measure uniqueness, believability and brand fit.

Most importantly, we not only analyze how each
idea performs in isolation, but also how the ideas
work together on each key measure.

How is Message Optimizer™ different?

Most, if not all, of the questions that Message
Optimizer™ uses will be familiar to you.
It's what we do with these questions and how
we put together these building blocks that
separates Message Optimizer™— and Radius —
from other approaches and research firms.

We build a set of messages, with each message
adding something different to the mix, and at the
same time fitting well with the other messages.
Fitting together messages is more than a subjective
assessment; it is empirically based. »

What does Message Optimizer™ deliver?

Message Optimizer™ is a holistic approach to positioning that addresses your business issues by:

- Identifying an optimal single message to focus on

- Creating a combination of messages that work together to drive motivation, uniqueness, believability and brand fit

- Identifying and providing alternative themes to provide you with creative flexibility

When should you use Message Optimizer™?

The best time to use Message Optimizer™ is after initial creative ideas have been generated but before ideas have solidified into one positioning. Since Message Optimizer™ is all about identifying the best messaging combination, we suggest including characteristics across a span of issues and imagery. It is designed to handle a wide range of attributes, from 'nuts and bolts' product qualities to imagery areas.

Case study

Does an allergy medication need a knockout punch or soothing relief?

When a prescription allergy medication moves to an over-the-counter product, sending the right message can mean the difference between a me-too offer and a runaway success. A large pharmaceutical company charged Radius with finding the key message, support and tonality among a myriad of ideas — efficacy, heritage, safety, doctor recommendation and more. By building the strongest core message from individual ideas that were motivating, unique, believable and also fit with the brand, Message Optimizer™ helped craft the right messaging for this highly successful consumer brand. ●