

# Message Optimizer™

*Identifying a powerful and cohesive set of messages to optimise 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 analyse 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 myriad 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. ●

