

Expertise Highlights: Strategic Counsel and Message Development

Gibbs & Soell developed its *I Power™* program to equip companies with credible, relevant and clear messaging that engages stakeholders. This proprietary offering has helped many prominent corporations and organizations maximize their communications ROI.



Meaningful Insight

Features

- Dynamic, strategic process precisely identifies the most compelling positioning
- Cross-organizational view engages key decision makers
- Frank and challenging discussion and counsel facilitated by a senior, third-party communicator
- Research integration
 - Existing data review*
 - Competitive snapshot*
 - Market assessment*
 - Commissioned studies*

Benefits

- Credible, relevant and clear messaging
- Audience-centric, not internally focused discussion
- Consensus building and ownership of resulting messaging
- Unique messaging grounded in business reality and objectives

Strategic Influence

Features

- Simple, visual message map shows clear message pairing, priority and proof points
- Effective tool for enhancing product, brand, company and issues communications
- Central element of media, speech and sales force training

Benefits

- Easy to follow and implement
 - Memorable and simple*
 - Quick reference guide*
- Helps focus time and resources on the target audience
- Applicable to all communications opportunities and challenges
 - Launches*
 - Re-branding*
 - Brand consolidation and pairing*
 - Crisis/issue positioning*
 - Concept testing*
- Easy to keep entire organization “on message”

Measurable Impact

Features

- Immediate application to all communications activities
 - Media, marketing, sales and internal outreach*
 - Media materials, presentations, speeches, collateral, etc.*
- Measurement friendly
 - Market research*
 - Customer surveys*
 - Focus groups*
 - Anecdotal analysis*

Benefits

- Core strategic tool helps maximize and demonstrate ROI of communications effort
- Easy to integrate and measure
 - Message penetration*
 - Share-of-voice*
 - Contribution to sales*
- Easy to gauge message consistency within an organization