Insights snapshot:
Communications Research

Identifying empathetic messages
to motivate your target audience

radius

COMMUNICATIONS
RESEARCH

Our insights approaches are custom designed for **different communications needs.**
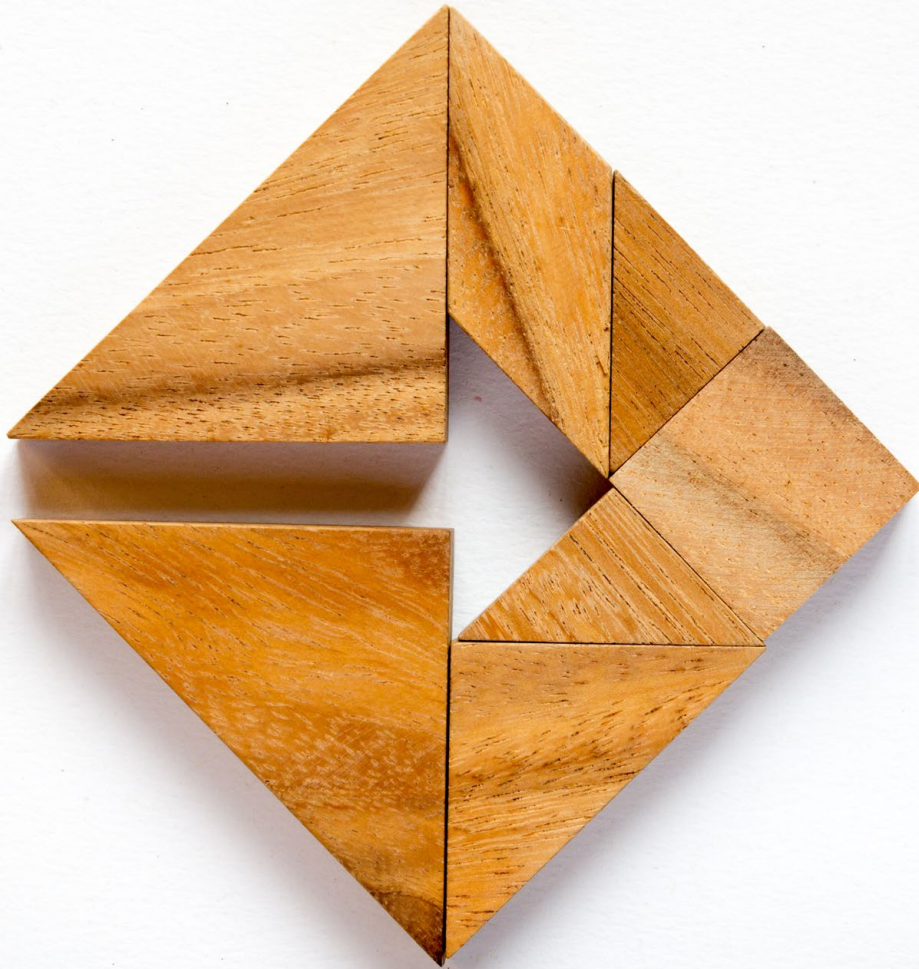
Develop new communications

Revise existing messages

Measure and compare to other marketplace communications

Early-stage positioning ideation/mid to late-stage evaluation

THE GOAL:

Building a communications platform that:

- Elevates your brand's core benefits
- Creates compelling positioning
- Develops empathy-based messaging

THE KEY ISSUE TO SOLVE:

Are your messages motivating
and empathetic?

Do your messages **motivate**?

Getting your brand messages through to customers is challenging given the proliferation of media channels and devices. It's a noisy, noisy world out there, and brand marketers need to be constantly examining →

Do customers get the benefit?

Are we clear about the brand differences?

Are we showing empathy?

COMMUNICATION INSIGHTS: COMPELLING + EMPATHETIC

Empathy is becoming the foundation in customer communications. Showing that your brand understands a customer's life and needs is equally as important as explaining the product and service features. Making sure your messages truly matter is the outcome of Communications Research.

Communications Research uncovers:

- Core rational and emotional benefits for the messaging platform

- How to turn benefits into compelling, empathic messages

- Optimal positioning strategy to attract different targets

How it impacts the growth journey:

- You can identify the best way to communicate key benefits so they are compelling.

- You can be sure that your key benefits are getting through to customers.

- Your team can create a differentiating positioning to drive demand.

Developing empathy starts with **immersive techniques.**

Delivering messaging platforms and strategies that reflect a deep understanding of your customers' needs requires input to identify relevant category, brand, and product considerations. Some immersive techniques include:

Stakeholder Interviews

Café Chats

Ideation Workshops

Bulletin Boards

Revising existing messages: Dell's immersive approach

Developing motivating messages that reflected empathy for IT professionals proved challenging for the brand team at Dell. We recommended using our Real-Time Concept Optimizer (RTCO). This immersive technique provides an agile reworking of messages in one day.

Here's how it worked:

⊙ **Initial message development:** The brand team (including product, marketing, and research) developed an initial 4 to 5 messages for testing.

⊙ **First round of testing:** These messages were tested in small groups of three to four IT professionals that allowed for in-depth discussion of messages around clarity, level of information, and viability.

⊙ **First refinement:** Brand team along with a concept writer refined messages based on the first round of input from IT professionals.

⊙ **Additional refinements:** Two more rounds of small group discussions were held with IT professionals, with refinements and builds in between each of the sessions.

⊙ **Quantitative Validation:** The final optimized messages were tested using an online survey among a larger group of IT professionals, which provided statistical support for new messaging approach.

Outcome:
Empathy identified

The Dell brand team emerged with messaging that demonstrated the company's empathy to the stresses IT management faces. By elevating the tonality of its messaging, this global technology firm is better positioned to grow its share of IT management solutions.

Benefits for Dell

We just completed our fourth RTCO project, and it always shows us something we didn't know. The iteration is valuable. It has sufficient structure to provide valid results but is not too rigid to inhibit exploration.

We often think through things in a binary way—blue or not blue—but this approach lets us move away from that and test nuances. So, it's structure with flexibility.

These insights guide us in understanding what can be said and what should be avoided.

We've conducted Communications Research for leading organizations including:

Communications Research is one aspect of our Brand Growth Navigator — the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more. Learn more:

Watch video

Download ebook

BRAND
BUILDING

MARKET
LANDSCAPE

TARGETING
STRATEGY

CUSTOMER
EXPERIENCE

The Brand Growth Navigator

A Strategic Framework

INNOVATION
& PRODUCT
DEVELOPMENT

CUSTOMER
JOURNEY

OPTIMIZATION
OF OFFERINGS

COMMUNICATIONS
RESEARCH

Insights snapshot: Communications Research

Our 60+ years of brand-building expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to us for our business growth mindset that starts with one unwavering goal: **Putting your customer at the center of all strategic business and marketing decisions.**

radius

Guiding your brand on its growth journey.

radiusinsights.com