

CLIENT CASE STUDY >>>

Creating Cohesive and Effective Company Core Messaging and Making it Accessible via Brand Messaging App

CHALLENGE



We've all been there: You are cornered at an industry event, and someone asks: **"So what does your company do again?"** In that moment, you're caught off guard, struggling to cobble together a succinct and meaningful response.

At Zeevo, we utilize **a brand messaging app** to ensure our team effectively tackles any queries that come their way, consistently communicating what the company does and, most importantly, how clients benefit from our services.

>>> APPROACH

- ▶ The app features several crucial components, such as: company boilerplate, elevator pitch, buyer persona pains and solutions, event-specific talking points, executive team bios, news headlines, among others
- ▶ Consistent talking points are anchored with the unique value proposition and key benefits, focused on customers and speaking directly to what they are experiencing and how Zeevo can address their pain points
- ▶ Industry messaging and competitive positioning keep employees "in the know" on developments and news

>>> OUTCOME

- ▶ The company is benefiting from both real-time and offline access to a continually updated app that guides the team's external messaging from a marketing perspective
- ▶ The app serves as the foundation for all brand communications, ensuring team members stay on message regarding company offerings and related client benefits, latest developments, and market positioning strategies
- ▶ C-suite executives can quickly and easily access talking points on the most important aspects of the company that can be conveyed in the simplest fashion to someone who asks: "What does your company do?"

ZEEVO'S VALUE ADD

- ▶ Our team represents broad communications and marketing capabilities with extensive experience in many key industries, including aviation, consumer products, and financial services
- ▶ Specialized in designing, developing, and delivering creative content across all platforms, leveraging latest insights and best practices to deliver cutting-edge visual communications that boost clients' brand story
- ▶ Zeevo's comprehensive support includes among other services:
 - Key messaging and creation of core messaging documents, such as fact sheets, media kits, and sales materials
 - Press release development and distribution
 - Social media strategy and implementation
 - Development of investor-facing materials, including pitchbook, roadshow, and enhanced PowerPoint branded presentations
 - Internal communications (new hire materials, handbooks, training decks, and employee newsletters)



LET'S TALK



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