



BrandVox™

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Message Architecture Services

MESSAGE PLAYBOOK™ - \$10,000*

Scale your communications by understanding your brand and your audience.

- Full-day on-site strategy meeting with up to three business stakeholders
- Sixty-page document, delivered in print and electronically, that includes:
 - Brand Voice Analysis
 - One-page visual representation of your brand's personality
 - Your brand's top six characteristics with hand-crafted, tailored descriptions
 - Specific writing techniques for showcasing each personality
 - Message theme to help bring consistency to your communications
 - Sample copy of tone changes in eight key business areas
 - Audience Analysis
 - Audience segmentation analysis and confidence scoring
 - In-depth and specific explanations of how to engage each audience
 - Recommendations of prioritized marketing techniques
 - Hand-picked resources to help you immediately implement your voice

+ MESSAGE INSTRUCTION MANUAL™ - \$16,000

Includes everything above, plus use your brand voice consistently across your business.

- Forty-page document, delivered in print and electronically, that includes:
 - Detailed instructions on business writing best practices
 - Concrete examples of using your brand across eight business areas
 - Operations
 - Customer Service
 - Social Media
 - ...and more
 - How to avoid thirty common writing mistakes in business communications

+ COMMUNICATION TRAINING - \$22,000

Includes everything above, plus train your staff to speak in one voice.

- Customized two-day training on implementing your brand's new voice
 - Day one: Introductory course for all employees
 - Day two: In-depth workshop with stakeholders and communicators

BrandVox helps organizations scale their communications, one concise sentence at a time. Our specialty is documenting visions and creating structure for brands that are experiencing rapid growth. We've also worked with many Fortune 500 and government organizations, including Capital One, Verizon, The Centers for Disease Control and Prevention (CDC), Virginia Commonwealth University, and nTelos.

*Prices subject to change and do not include travel-related expenses.