



COMMUNICATIONS GROUP
Marketing | Public Relations
POWERING INSIGHT

MessageMAPPING™

A Mission. A Message. A Map.

Building stories that move people emotionally.

ABOUT US

Consistency in brand messaging is crucial when multiple individuals represent your business. For two decades, The Communications Group has refined MessageMAPPING™, a tool designed to ensure consistent core messaging across your organization.

THE MessageMAPPING™ PROCESS

1. Message mining
2. Identify all stakeholders
3. Build Home Base
4. Create Proof Points
5. Review and revision
6. Build the MessageMAP
7. Implement via training

ESTIMATED COST OF SERVICES

\$3,000

WHEN WOULD I USE THE MessageMAP?



Communicating Brand Identity



Product or Program Launch



Transition of Leadership



Training New Hires



Crisis Situations