



Message Testing.

Who signed that off?

DevCom

Communication means everything



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When your company puts a message out there, you are taking a risk. This is true for internal messages (yes, employees leak them) and external messages – billboards, stock, and traditional media gets companies into as much trouble as social media posts.

There is an easy, cost-effective way to ensure that you remain the darling of your audience, and don't become the villain in your own story. Before signing it off, you need the following.



Does your company know who your target audience is? We know that you have them mapped out, named and classified. But do you really understand them, after you had a conversation to understand? Don't blunder and break your relationships, we can help you to build and strengthen them. *Get your competitive edge now!*



Benefits of message testing

- Real customer perception understanding
- Credible response to messages
- Managing risk
- Brand consistency
- Brand recognition
- Effective marketing campaigns
- Improved retention levels
- Higher sales
- Polished business outcomes

Steps of message testing

1

Brief

2

Detailed audience analysis

3

Developing audience focused messages

4

Set up audience focus groups and test the message in a 3-step process

5

Listen to the feedback through analysis of data

6

You receive a report with actionable recommendations

7

You produce meaningful messages

Case Studies



DevCom tested the Builders brand and category promotions. Builders has seen a significant improvement in click through brand search rates since they started communicating what their customers related to the most, as well as improved sales, staff recruitment and corporate reputation.



DevCom successfully repositioned Afrivet's brand constructively. They moved from a house of brands to a reputable branded house. We developed a message map and tested their products with the identified audience. As a result, they retained 90% of their markets through effective brand positioning.



Timeframe

3 - 4 weeks



Pricing

R60 000 – R120 000

*Pricing provided are estimate guidelines from previous projects. Each project is scoped with your customised requirements, and costs worked out accordingly.

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