

Formulating Theme and Messages 101

Theme and messages affect image, identity and reputation (for definitions refer to hmci's marketing communications distinctionary).

Theme and Messages Defined

Your chosen theme and messages build your brand image, identity and reputation each day. This brief offers concepts to consider so that you consistently make choices that support reaching your goals.

Theme = the one central message of your marketing communications program that should be catchy and memorable. The theme is generally a slogan consisting of no more than five words.

Messages = select messages chosen for all audiences and others should be tailored for each specific audiences

Formulating Theme and Messages for Internal and External Audiences

You may be asking why formulating messages is so important? It would take too much space to go into details. However, after conducting interviews, focus groups and facilitated sessions with over 6,000 client contacts we know that, regrettably, most organizations consistently fail at theme and message formulation.

From our perspective, all messages should be tailor made for the receivers regardless if they are sent via: email; press releases; speeches by executives; marketing communication collaterals; internal e-zines and memos; and/or, annual reports. All messages affect audience perceptions. We offer the following questions for your consideration so that you start determining how you will consistently disseminate the right messages, in the right channels, reach the right people at the right time.

- What is already working for us and in our market space?
- How do we want people to feel? What do we want people to believe, do and remember?
- How will we test the proposed theme and messages?

Contact us today to learn more.

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