MESSAGING FRAMEWORK TEMPLATE

NEW ZEALAND TRADE & ENTERPRISE
Te Taurapa Tūhono

Your messaging framework is a written representation of your brand's 'unique selling points', or what differentiates you from the competition.

It leads with your business's **value proposition** – the key statement that articulates the problem you're solving for your target customers, and why they should buy your product or service over others.

Beneath this are 4-6 **support pillars** – messages and proof points that back up your value proposition.

An effective messaging framework should be easy to understand, and answer the question: "What does your company do and what makes you great?". It serves as the bridge between internal understanding and external communication.

How to use this tool

NB: You'll find a fictitious example of a company's messaging framework on the next page to guide you.

Step 1. Create your value proposition.

This is the most important thing you want your target audience to think of and remember about you. It explains why they should buy your product or service. Find out more here.

NOTE: *You might find it easier to articulate your final value proposition after you've worked on your messaging pillars.*

Step 2. Build your support pillars.

What supporting evidence backs up your value proposition? Why can you make this claim? Why are you the best in your category? What makes you different from the competition? These pieces of evidence form your 'support pillars'. You should ideally have 4-6 of them.

Step 3. List your proof points.

Each of your support pillars should be backed up by proof points: things like statistics, awards won, sales figures, customer feedback or market research. List all the proof points you can beneath each support pillar.

Step 4. Reassess your pillars.

Once you've listed all your proof points, look back at each support pillar and check it aligns with the evidence beneath it. Do you have enough proof to claim this support pillar? Should you remove, tweak, simplify or expand on any of your pillars to better represent what you're trying to say?

Step 5. Rank and refine.

Number your support pillars from most important to least important. Which are most valuable to your customers? Check that your value proposition aligns most closely with the top one or two pillars. Refine it if needed.

NB: if you'd like to consolidate your messaging framework onto a single page, there's a one-page template for you to use on page 6.

To speak to a customer advisor about next steps, email your completed tool to exporthelp@nzte.govt.nz

BACK TO myNZTE MESSAGING FRAMEWORK PAGE

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MESSAGING FRAMEWORK TEMPLATE - EXAMPLE

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Here's an example of a messaging template, completed by a fictitious machinery manufacturer.

Value proposition: Our relentless customer focus creates products that let you operate at your highest potential

Support pillar #1:	Support pillar #2:	Support pillar #3:	Support pillar #4:
Unmatched customer focus	Innovation that makes it easier	Reliability and longevity	Better long term value
Proof points:	**Proof points:**	**Proof points:**	**Proof points:**
40 years of continual improvement and customer feedback through R&D, design, product build quality and after sales support. Customers stay with us for generations. Our feedback loop from on-the-ground experts flows directly into our product evolution.	Meticulous, purposeful, practical innovation for real-world solutions. Change is deliberate and extends beyond product development into how customers can deal with use – availability of spare parts and service. We prototype and test innovation so nothing reaches our customers until we are 100% sure it will make a postive change – from smart diagnostics to enhanced automation.	It's machinery that will stand the test of time – with models in service for years after purchase. Long industry leading warranties and testing that minics the stress our customers put the machinery under. Made from premium materials and components, our manufacturing focuses on simplification so there is less that can go wrong.	Our machinery quickly pays for itself in improved productivity – works in challenging conditions when others can't, has less maintenance downtime and lasts much longer than competitors

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Value proposition: *What's the most important thing you want your target audience to think of and remember about you?*

Support pillar #1:
Why should people believe your value proposition?

Support pillar #2:
Why should people believe your value proposition?

Proof points:
What specific points back up your support pillar claim?

Proof points:
What specific points back up your support pillar claim?

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Value proposition: *What's the most important thing you want your target audience to think of and remember about you?*

Support pillar #3:
Why should people believe your value proposition?

Support pillar #4:
Why should people believe your value proposition?

Proof points:
What specific points back up your support pillar claim?

Proof points:
What specific points back up your support pillar claim?

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Value proposition: *What's the most important thing you want your target audience to think of and remember about you?*

Support pillar #5:
Why should people believe your value proposition?

Support pillar #6:
Why should people believe your value proposition?

Proof points:
What specific points back up your support pillar claim?

Proof points:
What specific points back up your support pillar claim?

MESSAGING FRAMEWORK TEMPLATE - ONE PAGER

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Consolidate your messaging framework down to a single page using this template.

Value proposition:

Support pillar #1:	Support pillar #2:	Support pillar #3:	Support pillar #4:
Proof points:	**Proof points:**	**Proof points:**	**Proof points:**

NEXT STEPS

NEW ZEALAND
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How to use your messaging framework

Think of your messaging framework as the foundation for building everything in your business, from your marketing, communications and advertising campaigns to your sales plans, business development, public relations and customer service.

It can be used to brief creative agencies, helping them understand your positioning and strengths. It can help customers, investors or stakeholders see what's unique about your business. It can form the key messaging for your website, advertising or social media campaigns.

Useful articles

- Know It: Do you know what your business stands for?
- Show It: Brand loyalty through consistent communication
- What is a value proposition and how do I write one?
- How to position and differentiate your brand for export

Check out all our export resources at **myNZTE**, sign up for our free **Export Essentials course**, or discuss next steps with our customer advisor team at **exporthelp@nzte.govt.nz**