



## CASE STUDY

# Optimizing B2B Messaging

A major tech company was faced with unstandardized methods of message testing across divisions and products, leading to a lack of comprehensive strategy or efficient decision-making, as well as high costs and slower-than-acceptable timelines.

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LRW created a new system designed to provide a holistic measurement across several types of content. The methods used depended on content and stage in the development lifecycle. Prime Messaging™ was a key component for short messages or claims to understand which messages perform best. This was done using Pragmatic Brain Science approaches from psychology and modern applications of ancient philosophy.

The system was designed to drive continuous improvement, with modeling to see which metrics have been most predictive of KPIs (e.g., clicks) for various types of content and insights to develop a strategy to improve performance marketing for the organization.



## CASE STUDY

# A Holistic Message Test for CPG

A major consumer products company needed to understand how their new claims deliver on emotional connection and less conscious reactions. With multiple potential ways of messaging their products, they needed to know how to optimize their portfolio.

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LRW's Prime Messaging™ prioritizes implicit meaning to get at the root of successful claims by augmenting traditional message testing approaches with implicit techniques. This helps brands understand which claims perform best and where they are most effective using Pragmatic Brain Science approaches from psychology and modern applications of ancient philosophy.

With this approach, the brand was able to test a number of claims across multiple domains and product lines to evaluate which best resonate with target segments. This allows the brand to optimize claims across multiple product lines to ensure each claim effectively supports the brand qualities and consumer needs.