



Introduction and Overview:

The Refinery is The Messagery's core service.

It is an interactive and iterative exercise that provides our clients with an external assessment of their strategic messaging and a process for further analysis and refinement. It also provides an understanding of how core messaging can be used to develop the tactical messaging used in all marketing materials.

The service is primarily delivered face to face with a selected group of our clients' senior managers. The value of The Refinery is twofold, it allows our clients to develop an agreed set of core messages and establishes the principles for creating further messages. It also provides a framework for re-assessing these messages in the light of competitor or marketplace changes.

Scope of work:

The work consists of a short briefing to set any special objectives, agree timings, and understand who will attend. This briefing may be face to face or via teleconference. We then conduct desk research to gain a contextual understanding of the client and the marketplace.

On the day, your senior staff present their messages. We assess them and give feedback. Then (if necessary), we work together to improve them. We share our thinking processes and methods openly in order that, if they want to, your people can operate independently of us. Following the workshop we write a report on the process and the outcomes of The Refinery workshop.

Outcomes:

The outcomes of The Refinery are:

- The assessment and refinement of your core messages.
- An understanding of the issues that drive the development of strategic messages.
- A repeatable process for defining and testing core messages.

A brief written report summarising the initial findings and any specific outputs from the interactive exercises.

Optionally you may request us to return and present our findings.