



Messaging workshops: what's your BIG idea?

Relevant, resonant and real messaging

Why do some brands work better than others? And why do some products die when similar products take off? Often, it's the big idea – the messages behind the brand or product – that makes the difference.

Whether you need a big idea for your new product or your entire brand, Eye for Image's messaging workshop will help you develop lasting messages that connect with your target audience. We'll work together to decide what you need to say – and we'll help you decide how to say it so that it resonates with your customers.

Gaining fast insight

You'll need to give us background information about your company, product and customers. We'll quiz you until we've understood everything we need to know. Then, with our brains and yours feeling the heat, we make a head-on attempt to find the big idea to hang your messages on.

Fine-tune and polish

Once you've reviewed the big idea internally, Eye for Image can hone the language, making sure everything sounds just right.

And if you need, we can work with our design partners to develop a visual universe that reinforces your messages.

Workshops that work your way

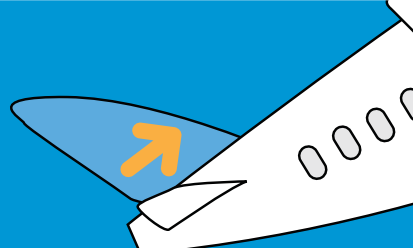
If your company is small to mid-sized, your major decision-makers should be right there at the workshop. If larger, your product or marketing managers can attend and present the resulting messaging platform to key decision-makers after the event.

This process gives you the best chance of quickly getting opinions and action from the rest of your organization.

Messages that are true for you

As a Copenhagen-based company of international communications experts, Eye for Image knows what's important to your business – and what works around the globe. So you'll get messages that ring true with your values and speak directly to audience.

Whether you need a big idea for your product, brand or internal HR campaign, get in touch with us to find out how a messaging workshop can help.



When you want to go international, we're already there.

→ **EYE FOR IMAGE** is Denmark's international communications and copywriting agency. Headquartered in Copenhagen, our native-English staff from around the world provide strategic planning, creative concepts, English-language content and communications coaching to leading brands.

Offering everything from value propositions to websites, case stories, newsletters and more, we can help you get your messages out to the world.

EYE FOR IMAGE

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