THE CUMBERBATCH GROUP

Brand Messaging Template

A practical framework for creating clear, credible, and consistent messages across marketing, sales, digital platforms, and customer communication

Business or brand	
Messaging lead	
Date prepared	
Priority audience	
Version	

How to use this template

Complete the strategic sections before drafting channel copy. Use customer language and verifiable evidence, keep one primary idea at each level, and distinguish the core message from campaign language. Test the finished messages with real customers and revise them when the offer, market, or audience changes.

01 MESSAGING FOUNDATION

Establish the business, offer, audience, objective, and decision this messaging system must support.

Foundation element	Working definition
Business or brand	
Product or service	
Priority audience	
Market or category	
Communication objective	
Desired customer action	
Business priority	

Why the current message is insufficient

Single decision the message should help the audience make

02 AUDIENCE LANGUAGE AND CONTEXT

Capture how the audience describes its situation, desired progress, concerns, and criteria in its own words.

Audience insight	Customer language	Evidence or source
Current situation		
Problem		
Desired outcome		
Urgency		
Concern or objection		
Decision criteria		
Trust requirement		
Language used for success		

Words or phrases the audience uses repeatedly

Internal language or jargon the brand should avoid

03 PROBLEM AND STAKES

Define the problem precisely and explain why it matters without exaggeration or fear-based claims.

Problem level	Message direction	Evidence
Visible problem		
Underlying cause		
Operational consequence		
Financial consequence		
Emotional consequence		
Cost of delay		

One-sentence problem statement

What the audience may misunderstand about the problem

Claim that would overstate the stakes

04 VALUE PROPOSITION

State the relevant value the offer creates and why the audience should choose it over the available alternatives.

Value component	Working direction
For whom	
Need or opportunity	
Offer category	
Primary benefit	
Distinctive advantage	
Reason to believe	
Alternative displaced	

Full value proposition

Short value proposition

05 POSITIONING MESSAGE

Translate the brand position into a focused market-facing statement that establishes relevance, distinction, and credibility.

Positioning element	Approved direction	Evidence
Priority audience		
Frame of reference		
Point of difference		
Customer value		
Credibility		
Competitive boundary		

Positioning statement

Position the brand should not claim

06 PROMISE AND PROOF

Pair every important promise with evidence the audience can understand and verify.

Promise	Customer value	Proof	Confidence	Gap to resolve

Core brand promise

Strongest proof point

Promise that requires qualification

07 MESSAGE HIERARCHY

Organize the central message, supporting ideas, proof, and action so the audience receives information in the right order.

Message level	Purpose	Approved message
Core message	One idea the audience should remember	
Problem message	Demonstrate relevance	
Solution message	Explain the approach	
Outcome message	Show the progress created	
Proof message	Establish credibility	
Action message	Direct the next step	

Message that must appear first

Information that should be reserved for later

08 SUPPORTING MESSAGE PILLARS

Develop a small set of repeatable themes that support the core message without competing with it.

Message pillar	Audience relevance	Supporting points	Proof	Use when
Pillar 1				
Pillar 2				
Pillar 3				
Pillar 4				

Relationship among the pillars

Theme that should not become a pillar

Proof or story needed to strengthen the weakest pillar

09 SHORT-FORM BRAND DESCRIPTIONS

Prepare consistent versions of the brand message for introductions, profiles, proposals, and conversations.

One-line description

Twenty-five-word description

Fifty-word description

Thirty-second spoken introduction

Primary call to action

10 VOICE AND LANGUAGE STANDARDS

Define how the brand should sound and provide practical rules for writers, salespeople, partners, and customer-facing teams.

Voice quality	Use	Avoid	Example

Language standard	Approved guidance
Preferred terms	
Prohibited or discouraged terms	
Level of formality	
Sentence style	
Use of data and claims	
Calls to action	

Sample paragraph in the approved voice

11 OBJECTIONS AND RESPONSE MESSAGES

Address legitimate concerns directly with relevant evidence rather than dismissing or overstating them.

Objection or question	What is behind it	Response message	Evidence	Next step

Objection the brand must address earlier

Response that requires additional proof or policy

Concern the brand should acknowledge rather than rebut

12 CHANNEL MESSAGE ADAPTATIONS

Adapt the approved hierarchy to each channel while preserving the same strategic meaning.

Channel or asset	Audience and purpose	Lead message	Proof	Call to action
Website home page				
Service or product page				
Social profile				
Email				
Sales presentation				
Proposal				
Advertising				
Customer onboarding				

Channel where message inconsistency is most likely

Channel requiring the first rewrite

13 MESSAGING LIBRARY AND IMPLEMENTATION

Consolidate the approved system, assign required updates, and establish review and governance responsibilities.

Messaging element	Approved version
Core message	
Value proposition	
Positioning statement	
Brand promise	
Primary proof	
One-line description	
Primary call to action	

Implementation action	Owner	Due date	Approval or evidence

Testing method, approving authority, and review date

