



# BRAND STORY & MESSAGING REVIEW

## Get the story, message and proof working together

If you believe your product should be selling better, the issue is often rooted in the message behind it. Customers may not be able to quickly understand what the product does, why it matters, or why they should choose it.

More activity rarely fixes that. In fact, it can make the problem worse if the message underneath is unclear.

When the story, the key messages and the evidence behind them are not working together, everything gets harder:

- Packaging tries to say too much, and nothing stands out
- POS and retail comms become noise
- Product pages convert poorly because everything feel generic
- Sales and marketing teams improvise, and consistency disappears

This review is a focused piece of work to sharpen the story, tighten the message, and build the evidence so buyers and customers can understand you quickly, in store and online.

# Who this is for:

This is a good fit if any of these feel familiar:



Sales have stalled, and you're not sure what to change first



Your story sounds fine internally, but it isn't cutting through externally



You're trying to appeal to too many people, so the message has become broad and easy to ignore



Different teams are saying different things (marketing, sales, product, retail)



You're preparing for a retail push, a range review, or a new listing conversation



You're growing D2C and need the message to hold together across channels



You're launching something new and want the foundations right before spending on creative

## What you get:

A story and message your team can repeat.

This review turns what you already know about your product into a simple structure the whole business can use consistently, without reinventing the message every time you create something.

This is valuable in its own right. The outputs are ready to implement immediately. If you need help building what comes next, we can scope that separately.

# 1

### Brand foundations in plain English

What you stand for, who it's for, what you want to be known for, and what you're not.

# 2

### Target audience focus

A clear picture of the specific customer and situation you're trying to win.

# 3

### Point of difference

The meaningful thing that makes you the better choice, not "just as good".

# 4

### Messaging hierarchy

What you lead with, what supports it, and what to save for later.

# 5

### Reasons to believe

The reassurance and evidence that makes your message feel credible.

# 6

### Two-audience translation

A version for customers and a version for buyers, because they need to hear different things.

# 7

### Action-ready 90-day plan

Priorities, an asset roadmap, and clear next-step recommendations so you can start applying it immediately.

# How it works:

Focused, collaborative, and designed to move you forward.

Remote by default, with the option to run the working session in person if that would help. Most reviews are completed in 2–3 weeks, depending on scope and availability.

## Stage 1: Align on the commercial goal

We start with what you are trying to achieve commercially, and where the message is currently falling down (in store, online, or in sell-in conversations).

## Stage 2: Focus, the audience, and difference

We get clear on who you're really for, and the difference you can credibly own. The aim is to identify and refine the thing people would actually notice, remember, and repeat.

## Stage 3: Build the message system

We structure your messaging so it works in the real world: what to lead with, what supports it, and what makes it believable. This is where you stop sounding generic.

## Stage 4: Translate for customers and buyers

You get a customer version and a buyer version, because “why it will sell” is not the same as “why I should buy it”.

## Stage 5: Turn it into an action plan

You leave with a 90-day plan that prioritises what to build first, what can wait, and what will create traction fastest.



# Pricing:

Three levels, depending on scope and ambition. The right level depends on how many products we're covering, how much category context you want included, and whether the working session is remote or in person.

## Essentials

Best for a single product or focused range, when you need the key story and message in place quickly.

### You'll leave with:

- Target audience focus
- Point of difference and messaging hierarchy
- Reasons to believe
- Customer and buyer version
- Action-ready 90-day plan with priorities and a clear asset shortlist

£3k – £5k

## Standard

Our most popular option. Deeper input, sharper category insight and a clearer plan for what to build next.

### You'll leave with everything in Essentials, plus:

- Deeper category and competitor context
- Clearer translation across pack, shelf/POS and product pages
- A stronger buyer-ready version
- A fuller asset roadmap

£6k – £12k

## Deeper

Best for high-stakes moments, or when you need a joined-up story across multiple products and touchpoints.

### You'll get everything in Standard, plus:

- A unified story system across products
- Clearer brand foundations
- A joined-up plan across channels and teams
- A more focused 90-day plan for commercial impact

£12k – £18k

## What happens next:

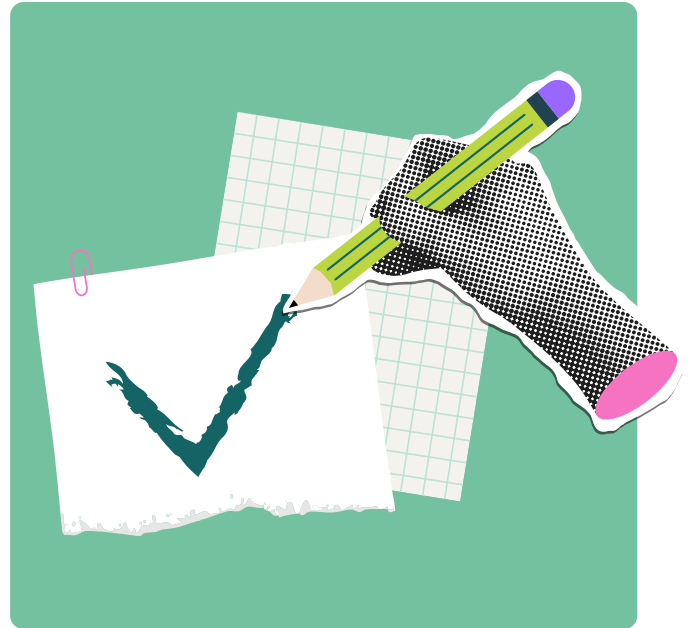
A clear plan, plus a sensible route into delivery.

The outputs are designed to be used straight away, whether you deliver them in-house or with us.

If you'd like help, we can take the 90-day plan and turn the priorities into a defined build, for example:

- Pack and shelf communication
- Buyer sell-in tools
- Product-page messaging
- Launch content

If the work shows that visual consistency is the blocker, we'll recommend the lightest fix that makes sense, from a light guidelines tidy-up through to a bigger identity piece, if it's genuinely needed.



## A quick note

### What this review is, and what it can lead to.

This review is about story, message and evidence, with practical outputs you can use straight away. It does not require a follow-on project with us. If it reveals a visual-consistency issue, we'll recommend the lightest fix that makes sense for your goals and budget.

[Book a discovery call today](#)

## About WrightObara

WrightObara helps consumer brands to create work that drives sales by getting the foundations right first. When story, message and reasons to believe are clear, everything becomes easier: packaging works harder, campaigns connect, and teams waste less time re-briefing and reworking.

We're a hands-on team with deep experience in Home and Garden, and a wider track record across consumer products. We combine strategic thinking with strong creative craft, so the work is not only well made, but commercially effective.

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