

Values-based Messaging

Values-based messaging (VBM) is a great tool to help your audience to understand and identify with your brand values. To do so, your communication needs to fulfill the three C's of great brand messaging:

- Clear (highlights your values and how they align with your target audience's needs)
- Captivating (engages your audience emotionally)
- Consistent (communicating the same core message across all channels)

An easy way to achieve this is to create a company core story and use it as the starting point for all your communication. The 3-step process described below has been developed by **Simen Johannessen** – Geelmuyden Kiese and shared here with their permission.



From: Guidelines: Business Storytelling from A to Z
Best practices on how to use storytelling as a marketing tool

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Simen Johannessen - Geelmuyden Kiese.

Step 1: Clearly define the company purpose

Every story starts at the beginning. In this case, we start with the very reason you created your company in the first place. What is it all about? Beyond making money - what function does it serve for society? What legacy do you want to create?

Lay the groundwork for your core story by investigating 4 categories:



1. Brand truth

What is the most important thing about your organisation?
What is unique?
What can you say that nobody else can?



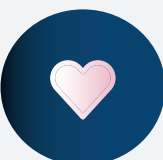
2. Category truth

What is happening in your industry/sector? Are there any trends or challenges relevant to your company?
How it will develop in the future?



3. Cultural insight

What is going on outside of your sector that is relevant to your business? Social movements, political trends, scientific discoveries?



4. Human insight

Try to understand your audience on an emotional level. What basic human needs, desires or worries are important your target group?