

IMPRESSIONS

MARKETING COMMUNICATIONS

Messaging Framework Sample Content

Table of Contents

SECTION ONE OVERVIEW	3
Situation	3
Objective	3
Key Stakeholders	4
Vision/Purpose	4
Roche	4
Digital Pathology.....	4
Roche Master Brand	4
Roche Communications Framework.....	4
Market Summary	4
Overview	4
Drivers and Barriers for Adoption.....	5
Competitive Highlights	5
Overview	5
Positioning	5
SECTION TWO BUYER PROFILES (US Market)	7
Market Overview	7
Hospitals	7
Reference Lab Overview	7
Buyer Types	7
User Buyer Insight	8
SECTION THREE MESSAGE ARCHITECTURE	9
Storyline (internal)	9
Sample Positioning Headline and Description	10
SECTION FOUR QUANTIFIED VALUE PROPOSITION DRIVERS	11
Quantified Value Proposition by Driver	11
SECTION FIVE MESSAGE ACTIVATION	13
Sales Awareness, Engagement and Enablement	13
Goals	13
Strategy.....	13
Sales Awareness Campaign Elements.....	13
Sales Enablement Content.....	13
Customer-Facing Employee Communication	13
Goals	13
Strategy.....	13
Employee Awareness Campaign Elements	13
Voice and Tone	14