

3-30 / 3-30 Message Framework Template

Brand Communication Objective/Goal

Hint: A brand communication objective is a measurable target that ensures a company's communication efforts are aligned with its overall business strategy and effective in achieving desired outcomes, such as building brand awareness, preference, reputation, loyalty, and financial objectives.

Timing	3-second message Goal: Capture attention and get listener to think, "You have my attention"	30-second message Goal: Pique interest and get listener to think, "Tell me more"	3-minute message Goal: Enlighten, entertain, and get listener to think, "I wholeheartedly agree"	30-minute message Goal: Teach and get the listener to think, "I want to be an advocate"
Actual Content Message and Focus	<p><i>Hint: To be impactful, a message must be clear, concise, and relevant, effectively conveying the most important information. This can be achieved using strong and persuasive language, vivid imagery, and slogans or taglines.</i></p>	<p><i>Hint: To connect in this space, a message must be memorable and emotional, leaving a lasting impression.</i></p>	<p><i>Hint: During a communication that lasts for this duration, authenticity is paramount, and the messaging should convey a sense of genuineness and honesty, which can help to build trust and credibility with the audience.</i></p>	<p><i>Hint: During this duration, the keys to connecting with the audience are providing a positive user experience/user interface, having a well-structured messaging, offering insightful information, and using concise and effective illustrations.</i></p>
CTA and Outcome	List CTA and Intended Outcome(s)	List CTA and Intended Outcome(s)	List CTA and Intended Outcome(s)	List CTA and Intended Outcome(s)