

Message Development: Children's Home Society of Washington



When you're a mission-driven nonprofit with limited sales experience, you need a proven message strategy to market a new product to diverse customer segments.

The PlayBright Learning System is a curriculum that provides all the information you need to help children thrive from birth to age five. Its books and training activities combine early brain and child development research with creative games to support a child's developmental milestones. When PlayBright's creators at the Children's Home Society of Washington prepared to launch the product, they realized they needed help targeting the marketing messages to multiple business audiences as well as consumers.

While the educators at CHSW had decades of experience working with families and studying the latest research in early learning, the team had limited knowledge of how to sell books. Honing the marketing messages in the website and sales collateral was a critical first step before taking the product to market.

With production of a brochure already in progress, Therese worked quickly with the marketing team on a positioning framework that outlined a differentiated message strategy for PlayBright. By focusing on early childhood administrators as the target customer, the PlayBright team identified opportunities to align product benefits with the special needs of this group. They also learned how to tailor the same messages to childcare providers and a broader consumer audience.

The applied experience of experts and caregivers in 100-plus years of Children's Home services to families provided a solid brand foundation. A commitment to the latest research and training supplied necessary credentials and evidence to support the messaging. And the hands-on attributes made the product appealing and accessible for anyone. After two message work sessions, Therese produced a core message platform that has served as a briefing tool for copywriters, a reference for sales training materials and a guide when planning content for direct marketing campaigns.

"I saw a noticeable increase in sales after Therese helped me reposition a product at another organization. I thought of her immediately when planning a new product launch at Children's Home Society of Washington."

*Danny Howe
Vice President of Marketing & Communications
Children's Home Society of Washington*



Messaging for The PlayBright Learning System is organized to resonate with early childhood educators as well as the families who use the materials.



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Our message services and tools are used in business development, marketing, product management and brand planning.

"Therese is disciplined and thorough in creating messages that connect with prospective customers. She also helped us fully express the experience and commitment that sets us apart in the field of early childhood development programs."

*Danny Howe
Vice President of Marketing & Communications*

