

KS&R

Breaking Through the Noise: A Data-Driven Approach To Messaging

The Problem

Too Much Noise in the Market.

- **Advertising overload:** average person sees 3,000 – 10,000 ads per day.
- **Consumers are bombarded** with marketing: Audiences tune out. Brands blur together. Attention is scarce.
- **Key Challenge:** Telecom & Entertainment providers must compete not just with direct rivals, but with *every* brand fighting for attention.



The Players Involved

- **Our Client:** A connectivity provider in the telecom space.
- **The Pain Points:**
 - Messages were getting lost in the noise.
 - Teams had strong opinions about which messages should work.
 - There was no objective data to validate which messages customers truly cared about.
- **Goal:** Help our client break through by identifying which messages resonate.



The Solution

A Message Test Program.

Quick-turn Online Surveys:

- Standardized question set for consistency and comparability.
- On average, 15-20 messages evaluated per test.
- MaxDiff analysis forced trade-offs, identifying most and least appealing messages.
- Clickable activities pinpointed words and phrases that are most and least appealing.
- Open-ended feedback uncovered the “why” behind preferences for added depth and context.



Why This Matters

- **Your Reality:** Customers are as overloaded as ever.
- **The Risk:** Without validation, you could invest in campaigns that simply add to the noise.
- **The Opportunity:**
 - Use testing to pinpoint messages and ideas that truly resonate and cut through the noise.
 - Make faster, evidence-backed decisions that **reduce risk and maximize impact**.
 - Program can be used to evaluate not just messaging, but also product features, concepts, promotions, etc.



Final Takeaways

- Listening to customers **provides clarity**, often challenging assumptions and revealing the words and phrases that **truly resonate**.
- It's not about being louder – it's about letting customers **guide** the message.
- This approach delivers campaigns that **connect authentically, boost engagement, stand out from the noise** – all of which increase subscribership.



Thank You.



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