



Case Study

Impactful Messaging to Close the B2B - B2C Gap

THE CHALLENGE

When the client, known for its successful dating and social apps, launched a video-as-a-service capability for community apps, its existing B2C message wasn't resonating with B2B prospects.

THE SOLUTION

SalientMG's six-week messaging and positioning program included:

- **Market Research:** competitive intelligence uncovered key differentiators that informed positioning and unique value propositions
- **Brand Personality:** a workshop aligned stakeholders on the corporate narrative and specific product benefits
- **Message Testing:** a paid media campaign A/B tested specific phrases and differentiators

THE RESULTS



A **new name** for the B2B product



4 corporate B2B differentiators and **5** product value propositions



A messaging house that inspired a **new B2B website journey**