

Whether you're  
launching a product,  
managing reputation,  
or responding to a crisis...

# WORDS MATTER.

Meta is a leader in every technology and media you touch. You shape perception and possibility worldwide. But that also means that everything you do or say will be evaluated by all and criticized by many.

What you do and who you are tap into powerful emotions, positive and negative. And in a polarized and globalized public square, finding the right message is a complex challenge.

Success comes from understanding how your audience feels... and speaking their language.

We invented

**LANGUAGE  
STRATEGY**®

We're a language strategy firm founded on the idea that it's not what you say that matters, it's what people hear. We're experts in empathy and masters of finding exactly the right words to maximize the effectiveness of messages and minimize risk of misinterpretation.

## CALL US TO HELP FIND THE RIGHT WORDS FOR...

### PRODUCT LAUNCHES

Whether it's new user controls, WhatsApp Channels, or Messenger Kids, we help product marketing teams carefully craft language to land a launch.

### NARRATIVE DEVELOPMENT

We collaborate to design, test, and optimize narratives for important issues, from Meta's business model and the metaverse to specific challenges like teen wellbeing.

### SAFETY + INTEGRITY

We have extensive experience crafting messages on sensitive topics like child safety, privacy, election integrity, and content moderation across apps and audiences.

With us, you get a partner comfortable working iteratively and co-creatively to fit any budget, achieve any goal, and adapt any question for research. We're a small, dedicated, multi-disciplinary team that's equally confident across in-person and virtual qualitative research and quantitative surveys.

### OUR WORK SPANS...



#### Countries

US, UK, DE, IN, BR,  
+ more



#### Meta Partners

small business owners,  
creators, advertisers, + more



#### User Audiences

opinion elites, parents, teens, voters,  
+ more

# WE'VE HELPED META WITH **MORE THAN 100 CHALLENGES.** A FEW REPRESENTATIVE EXAMPLES INCLUDE:



## **OPTIMIZING INSTAGRAM'S TEEN WELLBEING NARRATIVE**

Writing, testing, and iteratively refining language to articulate Instagram's approach to wellbeing and tools for parents and teens.

## **POSITIONING WHATSAPP ON PRIVACY**

Designing stimuli and testing them globally with WhatsApp users to arrive at a single unifying message: "interlocking layers of security."



## **DEVELOPING A PLAYBOOK FOR INTEGRITY ISSUES**

Synthesizing insights from dozens of projects, both ours and other researchers', into principles and best practices for Integrity issues.

## **SHAPING THE VOCABULARY OF THE METAVERSE**

In the months before the rebrand, we extensively tested visuals and terms to help explain the metaverse to the world for the first time.



## **THE TOOLS WE USE TO WORK TOGETHER:**

- **Writing and stimuli support.** We have a strong base of knowledge around Meta, your audiences, and the issues you face. We can draft or edit copy without doing new research, or support with stimuli design or analysis.
- **Asynchronous interviews.** A cost-effective approach to capturing large amounts of qualitative audience feedback. We write the instrument, code responses, and deliver actionable answers.
- **Iterative qualitative sessions.** Our strategists are also our writers and our moderators. We work with you to develop messaging, lead research, and optimize along the way.
- **Quantitative surveys.** We can test messages, investigate audiences, and gauge perceptions globally, using a range of proprietary message-testing methodologies and benchmarks.

## **CONTACT US FOR MORE:**

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