

To stand out in an increasingly competitive industry,
you need to make the most of every opportunity.

WE MAKE EVERY WORD MATTER

Winning the game in financial services is a tough challenge. Unpredictable markets, new competitors, and higher customer and client expectations mean that you have to work harder to win and keep every customer.

At every step of the way, it's critical to tell your distinct story in language that is clear, credible, and compelling. That's where we come in...

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 masters at finding exactly the right words to maximize the effectiveness of messages, change behavior, and drive action.

WE HELP YOU FIND THE WINNING LANGUAGE TO:

STAND OUT

In this market, being the best is often not enough. We help you bring to life the key elements of your distinct proposition so you can tell your most powerful story—for your brand, a line of business, or individual products or services.

ATTRACT AND RETAIN CUSTOMERS AND CLIENTS

Every communication you send is a moment of trust and can be the key to winning, keeping, or expanding relationships. We help you see the world from your customer's and client's perspectives, finding the messages that connect and crafting the communications that improve their experience.

REFRAME PERCEPTIONS

Every organization carries the legacy of past experience or reputation. And old narratives die hard. Often the key to unlocking future opportunity lies in reframing perceptions from the past. We uncover barriers to purchase so we can reframe the conversation and build consideration.

WITH DEEP EXPERTISE ACROSS FINANCIAL SERVICES, OUR WORK SPANS:

Sectors

Asset management, wealth management, banking, mortgage, life insurance and annuities, credit cards, and more

Customer journeys

New customer acquisition, onboarding, ongoing service communications, customer retention strategies, growing relationships, improving NPS, among others

Initiatives

Product or service launches, brand narratives, brand voice, messaging playbooks, customer journey mapping, customer communications, and anywhere we can use the power of language to help drive business results

Some of the company we keep:



For example, we helped...

INVESCO SHAPE THE LANGUAGE OF FINANCIAL SERVICES FOR MORE THAN 15 YEARS

...with 20 studies comprising 20,000+ interviews on three continents, giving financial professionals the right language to connect with investors throughout market cycles.

J.P. MORGAN PRIVATE BANK REVITALIZE A VENERABLE BRAND

...with an updated positioning that inspires a younger audience to “realize the full potential that their wealth creates.”

BANK OF AMERICA DIFFERENTIATE A CASH REWARDS CARD IN A CROWDED SPACE

...finding the right language to give even satisfied customers a reason to switch to the “no-hoops” card—with enrollment soaring by 64%.

CHUBB ENGAGE INTERMEDIARIES AS BRAND AMBASSADORS

...breaking the “lowest cost” mindset and turning brokers into advocates for a brand that's become synonymous with great customer service and “looks for ways to say yes.”

HOW WE WORK:

RESEARCH

To find the exact words to make your audiences listen, care, and act, we have developed a full suite of qualitative and quantitative research methodologies, grounded in the behavioral science of communication.

STRATEGY

We give you a clear, actionable plan including what to say, what not to say, and why it matters, so we can translate your business objective into a successful outcome.

ACTIVATION

We help train your teams to drive alignment, adoption, and consistency throughout your organization and with your external partners, ensuring everyone is on the same page.

CONTENT

We bring your Language Strategy to life, creating the ready-to-go copy and content you need to share with the world—compelling collateral in all media, reassuring crisis response, customer-centric communications, or inspiring thought leadership—whatever you need to communicate right the first time.

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