

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

WORDS MATTER.

Google is a leader in every technology and every medium it touches. 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.

That's where we come in.

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 TEAMS ACROSS GOOGLE CREATE THE WINNING LANGUAGE FOR:

NARRATIVE DEVELOPMENT

We collaborate to develop, test, and optimize narratives around key initiatives like Search and Grow with Google, with an understanding of what it takes to resonate with key stakeholders.

STANDING OUT

In this market, being the best is often not enough. We help Google 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 – as we did for Google Health's Clinical Search tool.

REFRAMING 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 reframe the conversation and build consideration, as we did around personalization

With us, you get a partner comfortable working iteratively and co-creatively to achieve any goal and adapt, 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, Germany, France, Spain, Italy, Belgium



Google Partners

Government Affairs/Public Policy, Google Health, K&I (Knowledge and Information)



Audiences

KOFs, policy elites, opinion influencers, consumers, business owners, prospective employees, HCPs, IT decision-makers, patients

We've helped Google with challenges such as:



GOOGLE PERSONALIZATION (GAPP) NARRATIVE

We identified the most credible starting point to reframe the narrative around search personalization and effectively communicate its benefits in simple, compelling language, without triggering a focus on its risks.



GOOGLE K&I NARRATIVE

We assessed K&I messaging for clarity, equity, impact, and excitement, delivering 13 optimized narrative arcs and corresponding messages to effectively communicate the future of Search across four key pillars.



GOOGLE HEALTH EHR NARRATIVE

We accelerated adoption of Google Health's Clinical Search tool with language and messaging that articulated its value in a way that's clear, credible, and compelling. We shifted the narrative to focus on how Google's tool gives HCPs more time to spend where it matters by "streamlining clinicians' workflow" and "supporting more proactive care."



GROW WITH GOOGLE NARRATIVE

We strengthened the messaging to compel more people to start learning with GwG. We shifted the focus from zooming in on what Google does and who Google helps to zooming out on what all learners need: in-demand skills and access to opportunity.

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

As message specialists, speechwriters, and content strategists, we can help bring your language to life by updating your existing material or creating new content to share with the world, from an immediate crisis response to compelling copy for a web launch or brand campaign, insight-based thought leadership, or more customer-centric communications.

CONTACT US FOR MORE:



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