

WE MAKE EVERY WORD MATTER

To better connect in an increasingly competitive industry, you need **to make the most of every opportunity.**

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 build trust and 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 language and framing to maximize the effectiveness of messages, change behavior, and drive action.

WELLS
FARGO

WE HELP YOU FIND THE WINNING LANGUAGE TO:

RESONATE

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:

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.

SECTORS

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

SOME OF THE COMPANY WE KEEP:



WE'VE HELPED WELLS FARGO WITH CHALLENGES SUCH AS:

FROM TRANSACTIONAL TO RELATIONAL: **TRANSFORMING BANKER CONVERSATIONS**

To help the bank expand more customer relationships beyond transactions, we developed and tested language to drive engagement for a series of tools, resources, and services offering broader customer benefits. **We identified the right term and most effective messages to motivate across target audiences.**

DEFINING THE WELLS FARGO **SECURITY NARRATIVE**

To overcome skepticism and motivate customers to be more proactive with their security, we identified a differentiated customer value proposition. We positioned the bank as taking initiative to stay ahead of any potential security threats, while making it easier for customers to take action.

BUILDING TRUST WITH **NEW WRITTEN COMMUNICATION STANDARDS**

We developed a set of written communications' standards to help the bank connect more effectively with customers, increase their trust, and bring the brand to life through language recommendations.

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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