

PhaseOne Overview

Who We Are

What We Do

How We Do It

Why It Works



We're often described as communications analysts, strategists and coaches. But our favorite is "best-kept secret."

For 30 years, PhaseOne has been quietly helping some of the world's most powerful organizations make their communications better.

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Using a methodology we pioneered several decades ago for the entertainment industry, and drawing from a vast knowledge base that exists nowhere else in the world, we actually forecast how effective your communication will be with audiences you're trying to reach. And we'll tell you how to make it better.

PhaseOne's analytical expertise works with virtually ***any and every*** type of communication at ***any*** stage of development, although we recommend starting at the earliest stage, saving you time and money. From broadcast to online to print, we deliver constructive, actionable feedback to ***help our clients get it right.***

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PhaseOne:

Provides insight during the earliest stages of development to help you get it right the first time.

Forecasts how your target audience will respond, so you'll know right away if your message hit the mark.

Helps guide you to better communications that will persuasively convey your intended messages to your target audiences.

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**Mass Media
(TV, Radio,
Print,
Outdoor)**

**PR, Speeches,
Education &
Recruiting
Materials**

**Long-Form
Communications,
Telemarketing
Scripts**

**PhaseOne helps clients strengthen
communications across *all* touch points.**

**Packaging,
POP Material**

**Magazines,
Brochures,
Posters,
Event
Marketing**

**Websites,
Internet
Communications**

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The PhaseOne Process

Step
1

Step
2

Step
3

Step
4

Step
5

PhaseOne will deliver findings and recommendations
within 10 days of the initial meeting.

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Step 1
Listening and Planning

Step 2

Step 3

Step 4

Step 5

We listen carefully to learn about your communications objectives.

Increase sales

Change attitudes

Protect leadership

Introduce new product

Print

Radio



Packaging

TV



Web

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Who We Are What We Do **How We Do It** Why It Works



We deconstruct the communication into basic segments of meaning, identifying the elements and ideas in each segment – more than **650,000 possible combinations** – in terms of both content and style.



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Step
1

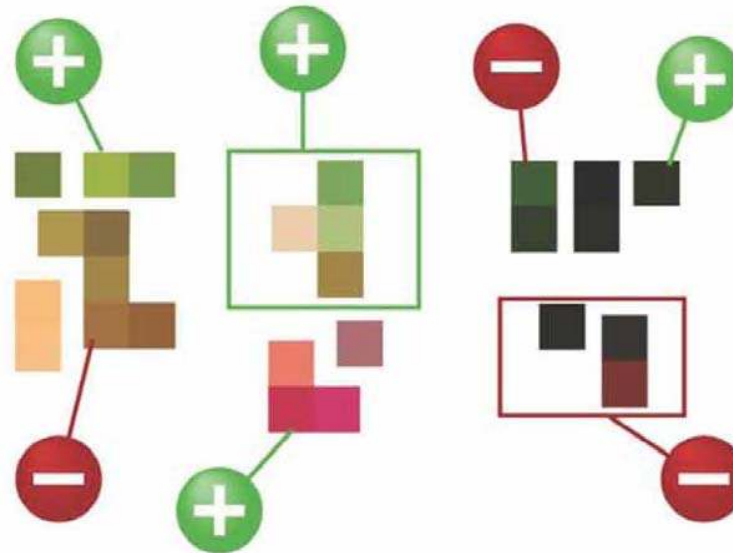
Step
2

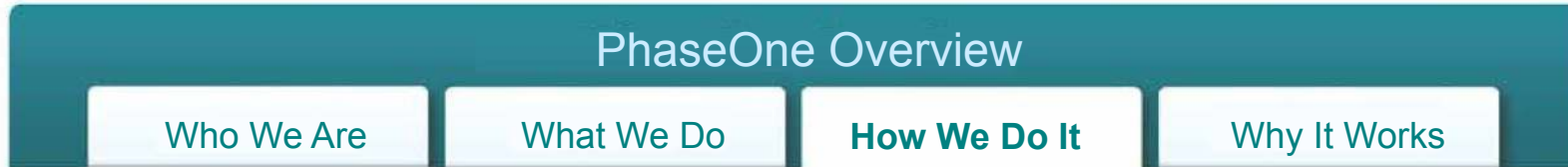
Step
3 Reconstructing and Applying
Codes Across Frameworks

Step
4

Step
5

We assess the ability of each element and idea to accomplish specific goals and determine whether they are working together effectively.

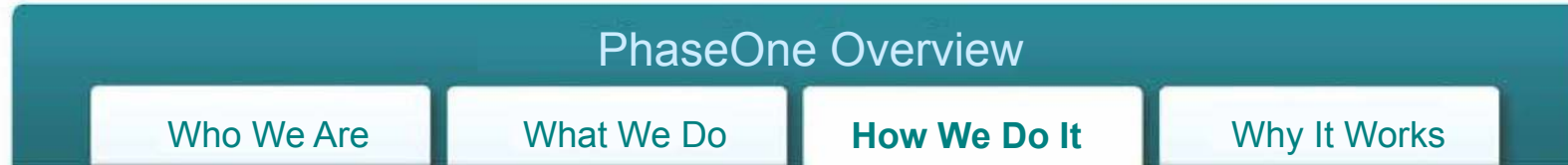




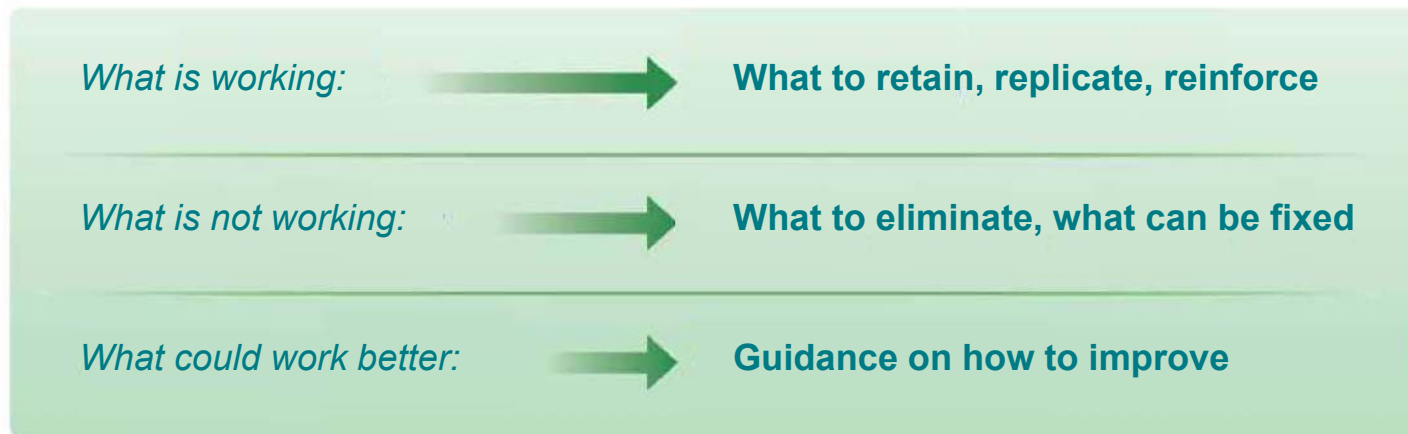
We'll explain how your communication will perform relative to your:

- target audience
- market dynamics
- strategic objectives and goals





PhaseOne gives you clear, results-oriented feedback to help you make your communication more effective.



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Scientific Expertise

As experts in language, psychology and the other social sciences, **we have a unique understanding** of the patterns and interrelationships that shape people's attitudes and motivate their behaviors.

Our approach is based on academic theories that have been validated in real-world situations and **proven reliable across all measures, all product categories, and all media.**

We have compiled a vast knowledge base that reflects **30 years of target audience research.**

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Global Expertise

Since the PhaseOne approach is based on the fundamentals of human behavior, our work is not limited to the American consumer.

Our deep understanding of people, persuasion and communications enables us to work effectively throughout the world.



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Why It Works

Vast Knowledge of Consumer Behavior



Focus groups and surveys are limited in what they can deliver.



Drawing on decades of research involving hundreds of thousands of people, we can forecast how an audience will respond to your message, and then guide you to the most effective communications.

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The PhaseOne Difference

Is your message on the mark?
Will your audiences respond the way you want them to?

It's PhaseOne's ability to forecast not only *how* they will respond, but *why*, that sets us apart.

We give you the edge you need to get it right – even as early as the concept or storyboard stage – so you can be on time, on budget and on target.

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