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

<table>
<thead>
<tr>
<th>Mass Media (TV, Radio, Print, Outdoor)</th>
<th>PR, Speeches, Education &amp; Recruiting Materials</th>
<th>Long-Form Communications, Telemarketing Scripts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging, POP Material</td>
<td>Magazines, Brochures, Posters, Event Marketing</td>
<td>Websites, Internet Communications</td>
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The PhaseOne Process

PhaseOne will deliver findings and recommendations within 10 days of the initial meeting.
We listen carefully to learn about your communications objectives.

Increase sales  
Change attitudes  
Protect leadership  
Introduce new product
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.
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.

- **What is working:** What to retain, replicate, reinforce
- **What is not working:** What to eliminate, what can be fixed
- **What could work better:** Guidance on how to improve
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.
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.
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.
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.

TerryVillines@phaseone.net
+1.310.242.9181 Office / +1.310.497.1330 Mobile
300 N. Sepulveda Blvd., Suite 1020, El Segundo, CA 90245