CHALLENGE

Developing messages for new markets

BADGER SOFTWARE CASE STUDY

"Challenge Marketing's expertise helped us transform our business rationale into a cohesive message and a powerful suite of marketing and sales assets.

ROB BRIGHAM
MANAGING DIRECTOR

The challenge

Badger Software is the UK's leading supplier of systems for dealing with critical incidents and crimes. Their solutions are used by UK and international law enforcement, as well as the commercial sector. We were tasked with helping them reach new markets by implementing a more considered approach to their marketing.

The work
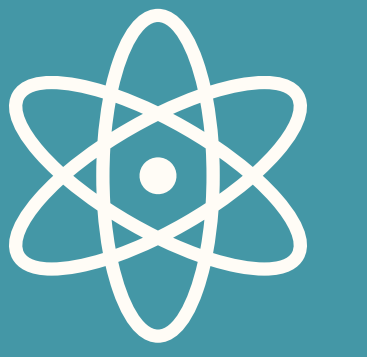
We ran a series of positioning and messaging workshops with Badger Software's senior management and sales. These were designed to help them reframe the way they saw their product, and to build a fundamental messaging framework that allowed them to tailor their future activities towards new job titles, verticals and use cases.

Out of these workshops, foundational messaging hierarchies were created, reducing down key messages for key audiences. These hierarchies were then used to restructure and rewrite their website, and to define the content of brochures and other sales materials.

The brand and subsequent guidelines were also refreshed and renewed for a modern style while retaining heritage design features important to stakeholders, ensuring the new messaging effectively engaged prospective audiences.
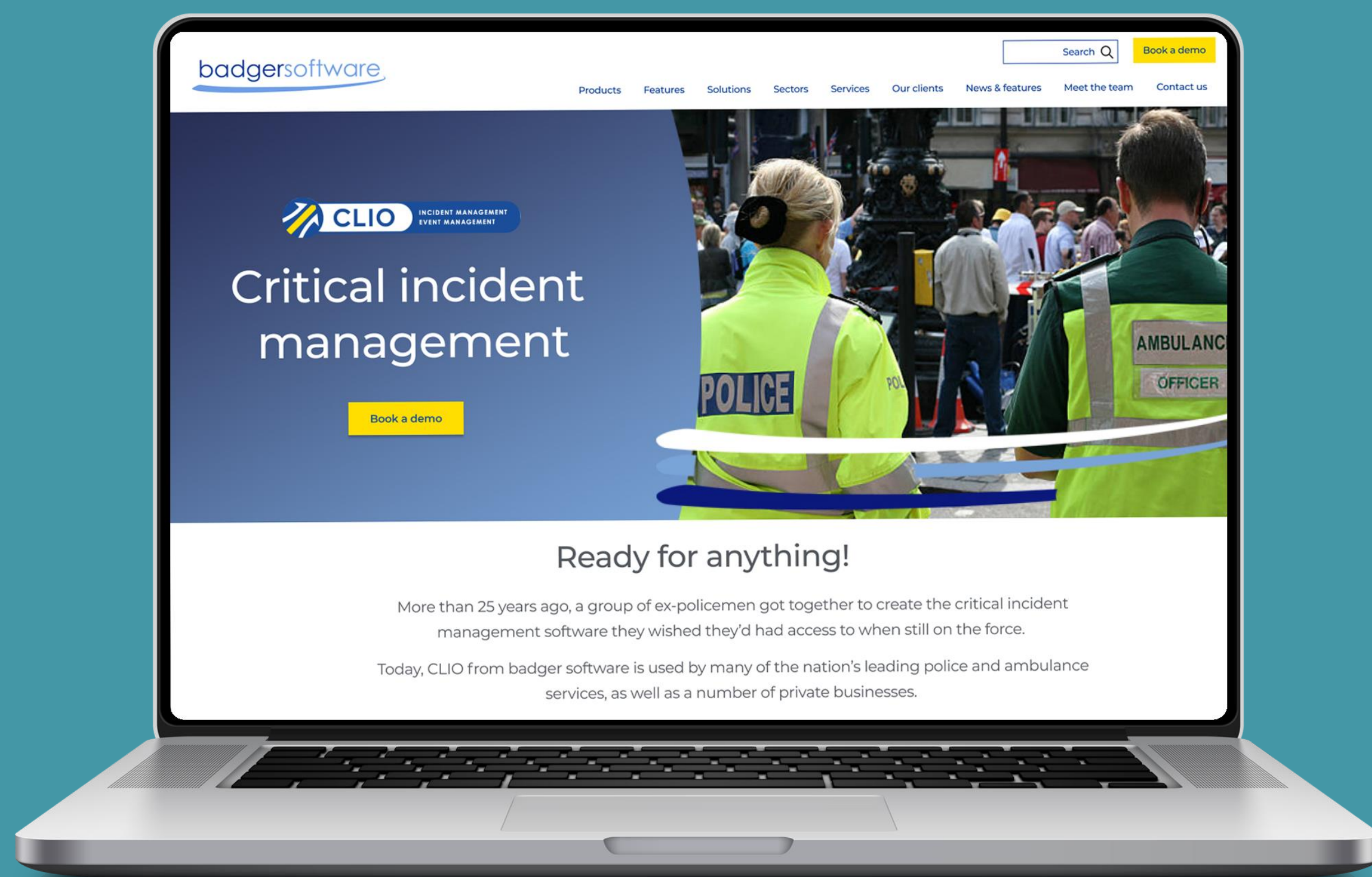
The outcome

Badger Software now has clearly defined business messaging that the whole organisation can build upon and the sales team have assets to drive new business.

Services used:
- Positioning and Messaging workshops
- Brand development
- Creative services
- Copy writing
- Website design and development