

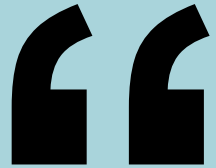


onmessage
COMMUNICATIONS

Positioning brands for growth

MARKETING COMMUNICATIONS SERVICES
FREELANCE COPYWRITING





Brands that position, message and communicate their unique value **perform better.**

On Message creates **compelling communications** to engage clients, win work and attract talent.

Brand positioning

When it comes to building a **strong brand**, a tagline or logo alone won't do the job.

To ensure your brand appeals to **clients, employees and partners**, it must be relevant, credible, and consistent.

WHY?

People buy from people [they like and trust], **not faceless firms.**

To grow your business, you must connect your brand to people on an emotional level.

A BRAND STORY IS ESSENTIAL

It is your brand's personality, experience, purpose and aspirations that will connect with people.



Our philosophy

We believe the key to growth is to **connect your brand with people** – rationally and emotionally.

To achieve this, your **story** should be:

Authentic

When a brand rings true, people can tell the difference AND they can feel it.

Purpose-led

When people know what your brand stands for, they pay attention.

Human

People see brands as humans. When you are relatable and personable, people want connect.

Emotive

A brand that's emotive triggers feelings, inspires action and triggers loyalty.

Meaningful

A brand is more compelling and valuable when it has meaning.

Consistent

A clear and cohesive message is vital to build trust and reputation.

“

Our goal is to help **convey your brand story** with authenticity, humanity and simplicity – to increase your **visibility**, grow your **market share**, win **more work**, attract quality **talent** and deliver **growth and profitability**.

Our services

PLANNING & STRATEGY

- Brand strategy and positioning
- Brand narrative and messaging architecture
- Executive positioning and profiling
- Marketing communication plans
- Project or Stakeholder communication plans
- Marketing campaigns
- Employer branding
- Writing style guide
- Change and M&A communications

CORPORATE COMMUNICATIONS

- Articles and blogs
- Thought-leadership pieces
- Capability statements and brochures
- Case studies and testimonials
- Newsletters and presentations – internal and external
- C-Suite communications
- Proposals and bids

COPYWRITING, PR & SOCIAL MEDIA

- Website content and social media posts
- EDMs
- Press releases and announcements
- Executive LinkedIn profiles and CVs
- Award submissions – GPTW, WGEA, Engineers Australia etc.
- Grant applications

EMPLOYEE & INVESTOR RELATIONS

- Annual Reports
- ESG / Sustainability Reports
- Climate Transition Action Plans
- Reconciliation Action Plans
- Employee newsletters
- ELT and executive broadcasts
- Crisis and issues management

Our Experience



Why me?



- 25+ years' **experience** in marketing and communications, consulting and in-house, most recently as Head of Communications & Regional Director QLD for WSP.
- Focused on bringing out the **humanity in brands**. Passionate about **storytelling**.
- **Unique selling point** – transforming complex information into engaging content to strengthen brands, build trust and pre-position for work.
- Respected **C-Suite advisor**. Expertise in producing ELT communications and investor relations materials such as CEO Newsletters, Annual and ESG Reports, Reconciliation Action Plans.
- Track record in **reputation management** and **crisis communications** – Opal Tower.
- Authored **100s of thought leadership articles, case studies, newsletters, campaigns, and reports** on technology, digital transformation, ESG, net zero, energy transition, Hydrogen, green steel, biodiversity, water scarcity, innovation and more.
- **Flexible engagement** – per hour, per day or per project.



Contact

Murielle Paviet-Fanolliet (fondly known as M)

Marketing Communications Consultant
& Freelance Copywriter

ON MESSAGE COMMUNICATIONS

Ph: +61 411 888 440

Email: murielle@onmc.com.au

Web: www.onmc.com.au

LinkedIn: [MPF](#)