

# Callan Consulting

## Reactivity: Positioning and Messaging Strategy

The logo for Reactivity, featuring the word "Reactivity" in a blue sans-serif font with a small orange and yellow graphic element above the letter 'i'.

*"Ed was a pleasure to work with. He quickly became an integral part of our team and provided us the drive and capabilities to move us significantly forward in our initial messaging and communications."*

Glenn Osaka, CEO, Reactivity

### Background

Reactivity is an early stage start-up offering enterprise software products that enable secure XML-based integration. In the Spring of 2002, prior to its initial product release, and prior to bringing aboard a VP of Marketing, the company had not yet settled upon its positioning and messaging.

### Business Problem

Reactivity was telling an inconsistent story to key audiences; and the story that was being told was primarily a technical one, rather than a description of the Reactivity business value proposition. Needing better messaging to gain additional traction with customers, partners, and investors, and without a marketing VP, Reactivity turned to Ed to help solidify its business-oriented messaging and drive that messaging into key marketing vehicles.

### Solution

Ed began by interviewing Reactivity's management team to gain a deeper assessment of the current situation. He then facilitated a series of positioning workshops with Reactivity management designed to develop and articulate Reactivity's core business value proposition. Ed leveraged the Strategic Planning Framework, tailoring it to Reactivity's particular needs. The end result was a one-page positioning overview that was then validated with outside experts, investors, and advisors.

Once the positioning was agreed upon, Ed developed a series of sales tools and marketing materials to describe the value proposition. These documents included a business value proposition white paper, a sales presentation, and the development of an entirely new website to replace Reactivity's previous two-page "holding area" website.

The engagement took approximately seven weeks from start to finish.

### Results

In less than two months from project start, Reactivity had a new, consistent company and product message centered around its business value proposition, and a consistent set of marketing materials to describe it. Based in part on the strength of this message, it was able to lock in partnerships with IBM and nCipher, and to cement relationships with several new Fortune 500 prospects interested in trying out the product.