

At **Onyx Health** we've got what it takes to make a product successful because we know the healthcare market. We specialise in helping SMEs reach customers, enter new markets, build brands and increase sales.

We put your products and services in front of the right customers and decision makers. We open doors by creating and delivering marketing campaigns and sales strategies with tons of Geordie passion!

Our markets include:

**Pharmaceuticals | Medical Devices |  
Medical Diagnostics | Consumer Health Products**

*We're ready to deliver. Just tell us when.*

Approved consultants for:



NHS Innovations North

## 03 Key Messages



Effective communication is vital in all walks of life, but in business it is essential. A customer has to see the same message at least 8 times to take action or buy from you. Whilst not all communications can be controlled, your key messages can.

We at Onyx Health believe that these messages, with repeated use, serve the foundation of all your written and spoken communications, that will in turn help your customer understand about your product making them more likely to buy it.

**Having a set of key messages will ensure:**

- **Communication is clear, concise and persuasive**
- **Information is prioritised so that audiences understand the meaning of your product and why it matters above your competitors**
- **You stay focused when speaking with customers, the media and stakeholders**

The right message, targeted in the right format at the right time, will help you to reach the right people, which could be greatly beneficial to your business. In contrast, the wrong messages passed onto the wrong people could do more harm than good.

*Supporting packages that you may find useful:*

04 Media Relations

10 Communications

07 Sales

### Onyx Health's Offering

Whether you are a new business yet to identify your values, aims and objectives or an established organisation looking to review and/or update your key value proposition, Onyx Health can help clients to craft persuasive messages that resonates with internal and external audiences. This can be conducted as a standalone activity or form part of a robust communication strategy.

**Our key messages package includes:**

- **Analysis** - Review of your company goals and objectives - to ensure new or updated messages align with your business strategy
- **Exploration** - Identification of vocabulary, phrases and proof points you want associated with your brand
- **Research** - Competitor analysis, to avoid creating key messages in a vacuum or too close to competitors
- **Documentation** - Development of key messages document

**Take the next step and contact us:**

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