

Case Study

ENHANCING CONSENSUS AND COMMUNICATION FOR A MIXED-USE REAL ESTATE DEVELOPMENT PROJECT THROUGH MESSAGE MAPPING



Situation

A company owned by a global Fortune 500 approached Avant Solutions while in the process of launching a complex mixed-use real estate development project. The team working on the project was located in four different geographic locations. The Chief Marketing Officer recognized the critical need for cohesive communication among the widely dispersed team members to ensure consensus and alignment on messaging.

Task

The primary objective of the mixed-use real estate development project was to establish a consistent voice when communicating about the project across all team members. Also tailoring the messaging to cater to various target audiences was a priority. The challenge was to create a unified messaging strategy that could bridge geographical gaps, maintain alignment among team members and effectively engage distinct stakeholders.

Action

Avant Solutions responded by initiating a comprehensive message mapping initiative. This initiative served as a platform for all internal stakeholders to align their messaging, ensuring a consistent voice across the team. The Avant Solutions team facilitated workshops and collaborative sessions to gather insights from the team at each location. These insights were distilled into a unified messaging framework that captured the essence of the project while allowing for tailored communication by audience.

Furthermore, Avant Solutions crafted a strategic internal and external communication plan for the project. This plan involved a meticulous analysis of the target audiences, their preferences, and the most effective channels of communication. With a deep understanding of the client's goals and challenges, Avant Solutions developed a roadmap that outlined when and how to convey messages to ensure maximum impact and engagement.

Results

Through Avant Solutions' strategic approach, the company successfully launched their mixed-use real estate development project with a unified voice across all team members and locations. The message mapping initiative fostered consensus and alignment, enabling seamless communication about the project's objectives, benefits and progress. This approach not only ensured a cohesive internal understanding but also empowered team members to communicate with external audiences using a consistent and tailored messaging strategy.

Vision in Action

At Avant Solutions, our mission is to create customized communication strategies that empower our clients to overcome challenges and achieve their goals. In this case, we not only addressed the need for consensus and alignment in a multi-location project but also demonstrated our ability to navigate unprecedented circumstances. By tailoring communication to different audiences while maintaining a unified voice, we ensured the success of our client's mixed-use real estate development project. Let us partner with you to turn your vision into impactful results.

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About Avant Solutions

Avant Solutions is a full-service PR/communication firm that provides customized communication strategies, media training/media relations, executive communication support and services to clients across various industries and sectors. The team has in-depth knowledge of strategic communication and public relations, serving a diverse clientele that includes federal and local government, public agencies, non-profit organizations, education, small businesses and startups. Avant Solutions belongs to the Public Relations Consultants Group, a national network of 50 award-winning independent communications and public relations professionals and consultancies, allowing reach in every market across the U.S., Canada and Puerto Rico. The firm is also part of the Goldman Sachs 10KSB Small Businesses Alumni group and the only Black woman-owned, WBENC and WOSB-certified PR/Communication firm in the State of Nebraska.