

Message Development

OUR APPROACH

Every successful initiative requires developing the right messages. Because in the public square, you either define yourself or someone else does it for you. And no one tells your story better than you.

For 35 years, the Sullivan & LeShane Public Relations team has worked with national and local clients to develop the essential messages needed to frame their narrative and achieve their goals—messages designed to engage their key stakeholders, media, customers, employees, neighbors and the public through good or challenging times. These messages become the centerpiece of their communications strategies.



OUR VALUE

Through our tested and proven process, we develop the messages that will capture our clients' identities and become the centerpiece of their narrative. When the story is written, we customize the plan to pinpoint their target audiences and tell their story, evaluating and adjusting along the way to ensure we achieve the results our clients require.

OUR EXPERIENCE

- Preparing a global aerospace leader for market entry of a new jet engine
- Positioning a leading regional financial planning and wealth management firm as thought leaders
- Guiding several Connecticut-based trade associations to become subject-matter experts within their industries
- Spotlighting the state's largest nonprofit senior care community as a leader in safe, quality living services
- Channeling the voice and identity of Connecticut's largest independent school district
- Charting the storyline of a major four-year college's transition into a university
- Navigating clients through communicating restructurings, relocations and workforce issues
- Enhancing public opinion on economic development projects seeking to call Connecticut their home.