

Confidential Strategic Messaging & Governance Engagement

A redacted case brief showing how THG converted an ambiguous strategic position into a durable operating reference for future communications.

THE CHALLENGE

A client needed to make sure its organization could be described consistently as its work expanded across documents, contributors, stakeholders, and languages. The risk was not weak copy. It was misclassification: language that could imply the wrong service model, authority, method, or promise.

THG'S WORK

THG developed a formal messaging and governance system that established what could be said, what had to be excluded, and how future communication could remain structurally aligned without reopening foundational decisions each time new material was created.

THE DELIVERABLE

A Messaging Guideline Book designed as a governance reference - not a creative brief, copy deck, or brand narrative. The final document gave future writers, designers, partners, and translators a common decision framework for keeping communications within defined boundaries.

- Authoritative definitions and scope boundaries for the organization and its work.
- Explicit prohibitions against language that created incorrect commercial, advisory, recruiting, employment, or outcome-based interpretations.
- Rules for how key ideas could be expressed across different entry paths and stakeholder contexts.
- Structural constraints for documents, messaging layers, and downstream contributors.
- Translation and localization constraints designed to preserve meaning rather than normalize it into conventional business language.

WHAT THIS DEMONSTRATES

THG can identify where ambiguity creates execution risk, establish decision rules that reduce that risk, and leave the client with a usable system that continues to govern execution after delivery.

Confidentiality note: The client name, sector, commercial terms, and underlying governance document are not publicly disclosed. This brief describes the type of problem and completed work without identifying the client or revealing confidential content.