

Loyalty Messaging Layered Framework

Use this framework to shape loyalty messages around more intention. Start at the foundation and work upward. Ideally, each layer will strengthen the next as you go.

ACTION DIRECTION

Define the next step you hope to spark so the message leads to movement.

tone direction

Set the voice that will help the message feel natural and aligned with the experience you want to create.

SUPPORTING MESSAGES

Add brief points that deepen understanding and help the main message land with more clarity.

CORE MESSAGE

Write the single idea you want this audience to remember.

LOYALTY SHIFT

Define the change in thinking or behavior you want to encourage so the message has a clear purpose.

FOUNDATION INSIGHT

Focus on the core customer truth that should shape your message and center it on what matters most to this audience.