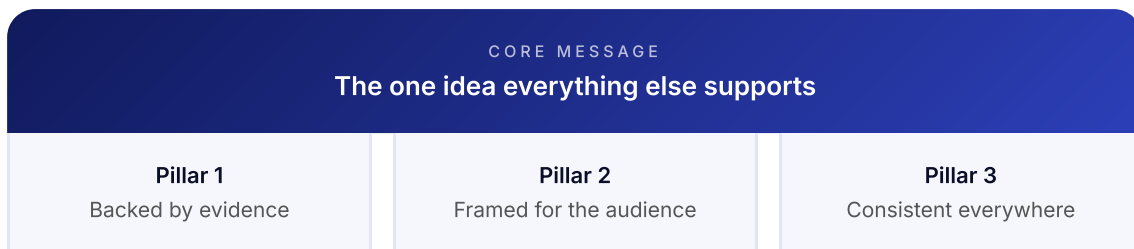


WHAT IT IS

A message house is the one structure everything your organisation says should trace back to: a core message, the single idea you most need people to understand, held up by two or three supporting pillars, each backed by real proof. It's called a "house" because the core message is the roof, and the pillars hold it up. Build it once, and every press release, speech, social post and internal memo has something solid to stand on.

**BUILD YOUR OWN**

CORE MESSAGE

PILLAR 1	PILLAR 2	PILLAR 3

Words That Travel.

Cadmus Communications, Tripoli, Lebanon
info@cadmuscommunicationslb.com · +961 3 193002
www.cadmuscomms.com