

CASE STUDIES, GUIDES & REPORTS

Mynt - The Engagement Gap Report

Strategic brand report / diagnostic lead magnet

Turning brand strategy into a practical diagnostic tool for marketing leaders.

THE BRIEF	Develop a report that helps marketing leaders diagnose the gap between what a brand communicates and what customers actually experience, understand and respond to.
MY ROLE	Strategic narrative · Long-form copy · Diagnostic framework · Case-study integration · Lead-generation content
AUDIENCE	CMOs and senior marketing leaders, particularly in product-led, technical, sport, outdoor, retail and digital brands.
APPROACH	Define a single strategic problem - the engagement gap - then move from diagnosis to a four-step framework, using brand examples and measurable outcomes to connect emotional positioning with commercial performance.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger case study, guide or report. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / SELECTED COPY

Give the strategic problem a memorable name

The report turns an abstract brand issue into a simple idea that can be diagnosed and discussed.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Most brands don't have a growth problem. They have an engagement gap.

The gap is between: What the brand is. And how customers experience, understand and respond to it.

This report is designed to help you: Assess how large that gap is. Understand why it exists. Identify what needs to change to reduce it.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The extract is presented in context to show how the piece combines useful information, persuasive structure and a commercially relevant next step.

01 / ORIGINAL DESIGN

The copy in context

A selected page from the original client document, included to show how the writing worked within the finished piece.



02 / SELECTED COPY

Move from diagnosis to a framework

The report is deliberately practical, identifying structural risks and then giving marketing leaders a route from diagnosis through direction, design and delivery.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

When every campaign feels like a relaunch, you do not have a brand platform. You have marketing activity.

The solution is not more creative output. It is deeper strategic clarity.

1. Diagnostics. 2. Direction. 3. Design. 4. Delivery.

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02 / ORIGINAL DESIGN

The copy in context

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Product-Led Problems.

The Structural Problem Facing Product-Led Brands.

01. Many brands only communicate function: • Features • Specifications • Performance claims • Price advantages Communicating solely at a functional level misses the opportunity to resonate with, and live in the hearts and minds of their audience. There is a danger of being perceived as a vendor of goods, not as a brand.	02. This creates five structural risks: 1. Messaging becomes interchangeable 2. Creative becomes decorative rather than persuasive 3. Growth becomes dependent on spend 4. Brand loyalty weakens 5. Campaigns reset instead of compounding When every campaign feels like a relaunch, you do not have a brand platform. You have marketing activity.	03. This is especially prevalent in: • Technical outdoor and sport brands • Ingredient brands • Retail environments with layered SKUs • Digital platforms competing on functionality The solution is not more creative output. It is deeper strategic clarity. Without it, even excellent creative execution cannot fix a structurally weak position.
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Quick self-assessment:

- Does our messaging feel interchangeable?
- Do campaigns build or reset?
- Are we relying on spend?

[These issues are all symptoms of an engagement gap.](#)
[The difference between: What your brand communicates VS what your audience feels.](#)

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