ittd.works

# One message. Many audiences.

Today we're launching logic.reach.

It started with a letter. A genuinely important one — the kind that changes how something in your home works — sent to a group of residents in exactly one form: English, print, post. One of those residents reads Polish. Several would have understood it better spoken aloud. The letter even said "tell us how you'd like to hear from us." It just couldn't do anything about the answer.

That's not a lazy organisation. That's a hard problem: writing one message so it genuinely lands with many different people is slow, expensive work — so it mostly doesn't happen.

reach is our attempt to fix that. You write the message once. reach adapts it for each audience, in their language, written or spoken, checks the facts survived the translation, sends it where each person actually is — and shows you what happened next.

Over the next few days we'll show you the whole thing, using a real campaign we built in reach itself — because launching a communication tool any other way would be cheating.

https://reach.logic.ittd.works/r/ittd/one-message