

Year 3
10.03.2023

Branding Masterclass: Brand Voice

Good morning, today
we are going to look
at Brand Voice.

Let's start with a 20 minute ice breaker.

On your tables are a series of brand names along with their corresponding straplines. Some of these will be very familiar, some less so.

In groups of 3 or 4 try to put the correct brand name with it's strapline.

While you do these discuss how the straplines show the brand's personality – their brand voice.

Are they: motivating, confident, humble, humorous serious or something else?

The importance of slogans and taglines

Slogans give your audience a first impression of your brand. They are a powerful advertising tool that sum up what the company is all about, what the product can do or the service it can deliver. A slogan can give the ability for a brand to rise above its competitors.

A brand name cannot communicate a message all on its own. Therefore, slogans have a key role in communicating the essence of a brand.

TESCO



Every little helps

Simple, down to earth, friendly.



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS



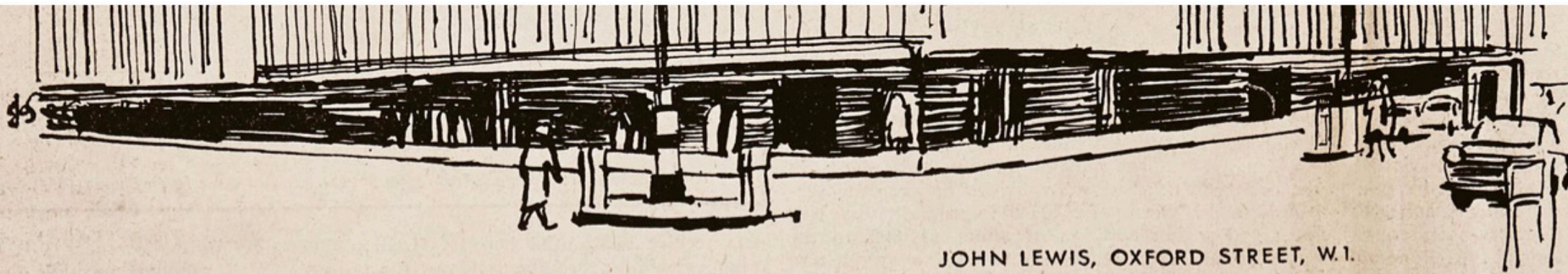
THE WONDERFUL EVERYDAY



tastes like this feels



NEVER
KNOWINGLY
UNDERSOLD
SINCE 1925



JOHN LEWIS, OXFORD STREET, W.1.

Never knowingly undersold . . .

The John Lewis Partnership today maintains, in its sixteen department stores and other shops throughout the country, the trading principles laid down by Mr. John Lewis when he opened his original shop in Oxford Street, one hundred years ago. High among these principles is the claim "We are never knowingly undersold".

If a customer, who has just bought an article from a Partnership shop, can show that he or she could have bought the same thing from a genuine competitor for less, we will refund the difference.

This policy is a positive policy, is vigorously pursued and the staff are encouraged by a bonus system to find and report these "undersales". To the customer this means consistent value in merchandise.

John Lewis

JOHN LEWIS AND COMPANY LIMITED, OXFORD STREET, LONDON, W.1

Commitment first introduced in 1925.



Mercedes-Benz

The best or nothing.

Some are very clear.



Go Further

Some are rather bland.

NOW THAT'S A
M... F...
BURGER!

MEATLESS
FARM



CHANGE
TASTES
GREAT!



Stating the obvious?

These are all
examples of
brand voices.

Your brand voice is the personality your brand takes on in all of its communications. Your voice serves as a guide of what to say and how to say it.

Your voice should be unique to your company and reflect company values. With these distinctions, you can stand out from the noise.

Your brand voice is...

1. Distinctive
2. Consistent
3. Expressing the unique personality of the company.

From web copy to tweets, brochures to videos, it applies to all channels and touchpoints.

Ideally, your brand voice should also be memorable and instantly recognisable based on the following:

- Core messages, ideas or points of view that run through all of your communications.
- Wording and language you use.
- Emotions you try to evoke via your brand messaging.

your phone



iPhone

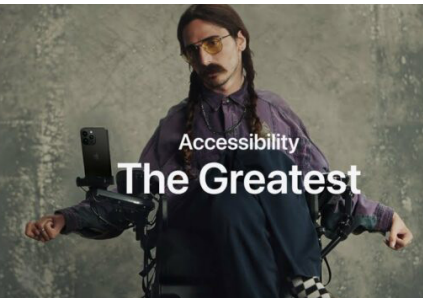
Life is easier on iPhone.

And that starts as soon as you turn it on.



Accessibility

The Greatest



Privacy. That's iPhone.



Apple uses its latest campaign 'The Greatest' to show off the abilities of its suite of products. The ad shows off the accessibility features available on iPhones, iPads, Laptops & Watches.

Watch it, what does it tell us? What do you think?



Tone of Voice

MailChimp strips away all the jargon, using an informal tone with humour as a genuine, accessible voice

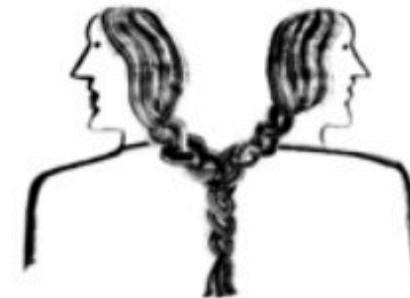
Get on top
of your emails.



Make a great first
impression.



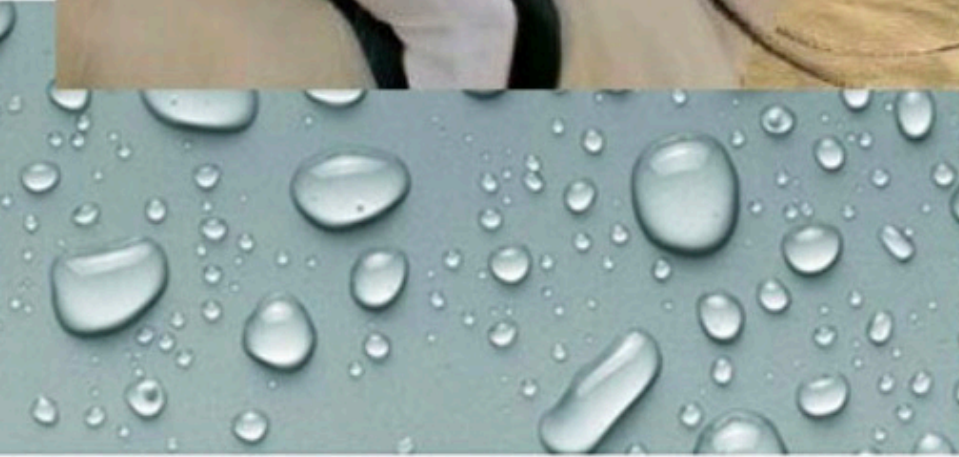
Automate
your busy
work.



Integration with your
favorite apps.



Old Spice



HOW TO KEEP EXCESSIVE SWEATING FROM STOPPING YOUR SWAGGER

Around for over 90 years Old Spice was associated with an old smell, in 2010 the company underwent a total rebrand using humour as their tone of voice.

**FOR THE MANLY
COMPLETION OF
THE OLD SPICE
MANBOOK, YOU
HAVE EARNED
YOUR MANCARD.
VOID WHERE
PROHIBITED.**



Tone of voice

Is the feeling or emotional quality of a particular communication, including the mood and temperament.

Tone of voice can change depending on the project, message or medium. For example, brand tones might be sarcastic, playful, serious or sincere depending on what you want to say, the audience, and where the piece will live.

Tone of voice

What you say in individual pieces of messaging.

This may shift depending on the:

- Topic
- Media outlet
- Format
- Customer segment you're targeting



starbucks

...



Liked by suziereecer and 503,030

starbucks Roses are red, the stars are aligned
the perfect drink for your Valentine. ❤️
Check out our story for more.

YOUR FAVORITES ARE BACK

S'mores, Mocha Cookie Crumble, Caramel Ribbon
Crunch Frappuccino® drinks are here.



STARBUCKS®



That first
sip feeling

Join today

MATCHA THREE WAYS

SMOOTH AND CREAMY MATCHA CRAFTED FOR YOU



Iced Matcha
Green Tea Latte

GRANDE 4.95 | 220 CAL

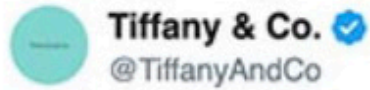
Matcha Green Tea
Frappuccino® Blended Beverage

GRANDE 5.45 | 440 CAL

Matcha Green
Tea Latte

GRANDE 4.95 | 240 CAL

The brand uses a functional tone for way-finding & ordering but an expressive tone to bring the personality to life.



Tiffany & Co. ✓

@TiffanyAndCo



The only thing blue about Monday should be a Tiffany Blue Box.

♥ 1,156 11:02 AM - Nov 9, 2015



💬 918 people are talking about this



Tiffany & Co. ✓

@TiffanyAndCo



Friday, you're an absolute gem.

♥ 645 12:03 PM - Oct 16, 2015



💬 759 people are talking about this



Tiffany is all about the brand personality. People are willing to pay much more for a Tiffany product, they pay for the logo, design and the small blue box that holds the jewellery. The Brand tone is elegant & classic, but also uses wit & humour in tweets.

TIFFANY & Co.

beautiful

CHRISTMAS IS ALMOST HERE

TIFFANY & Co.

WONDERS ARE PREPARED TO GIVE
THEir FINEST JEWELLERY AND BRILLIANT

THEir OWN DESIGN
WITH THEir OWN HANDS

Presented by the
Department of Nike Archives

Naomi Osaka, Grand Slam Champion

Hit
the
ball
as
loud
as
you
can.



Naomin Osaka - has had a huge impact on both sport & culture. As a mental health advocate, she has changed the way we approach competition.

There are many different types of tone of voice brands use, including:

- Formal/Elegant
- Informal/Casual
- Humorous/Fun/Witty
- Optimistic/Positive
- Encouraging
- Motivating
- Uplifting/Inspiring
- Respectful
- Conversational
- Friendly
- Humble
- Helpful
- Straightforward/Direct
- Confident
- Assertive
- Authoritative
- Intelligent
- Approachable
- Professional
- Serious
- Bold
- Edgy

The type of tone that you use will depend on many factors like the level of formality and the subject matter. Companies often use a combination of tones to create their unique brand voice.

Why your brand voice matters

1. Brand voice differentiates your organisation, setting you apart from the rest.
2. Brand voice fosters consumer loyalty and trust, its emotional impact can be the deciding factor when customers choose between you and your competitors.
3. Brand voice encourages and facilitates action. Voice & tone are key when you're writing to sell or persuade.

Exercise 1

Look at the following list of brands and think about what we have learnt today.

Working in groups 3 write a few words to summarise the brand tone of 4 examples from the list below. How are they different?

You have 40 minutes to work on this, 10 minutes per brand.

- | | |
|------------------|----------------------|
| 1. Dove | 6. Charlotte Tilbury |
| 2. Spotify | 7. Uber |
| 3. Pret A Manger | 8. Slack |
| 4. Coca Cola | 9. Playstation |
| 5. Virgin | 10. Fitbit |

Here's a reminder of the many different types of tone of voice that brands use:

- Formal/Elegant
- Informal/Casual
- Humorous/Fun/Witty
- Optimistic/Positive
- Encouraging
- Motivating
- Uplifting/Inspiring
- Respectful
- Conversational
- Friendly
- Humble
- Helpful
- Straightforward/Direct
- Confident
- Assertive
- Authoritative
- Intelligent
- Approachable
- Professional
- Serious
- Bold
- Edgy

BRAND NAME	STRAPLINE	BRAND CHARACTERISTICS	LANGUAGE USED	TONE OF VOICE

Coca-Cola

open happiness



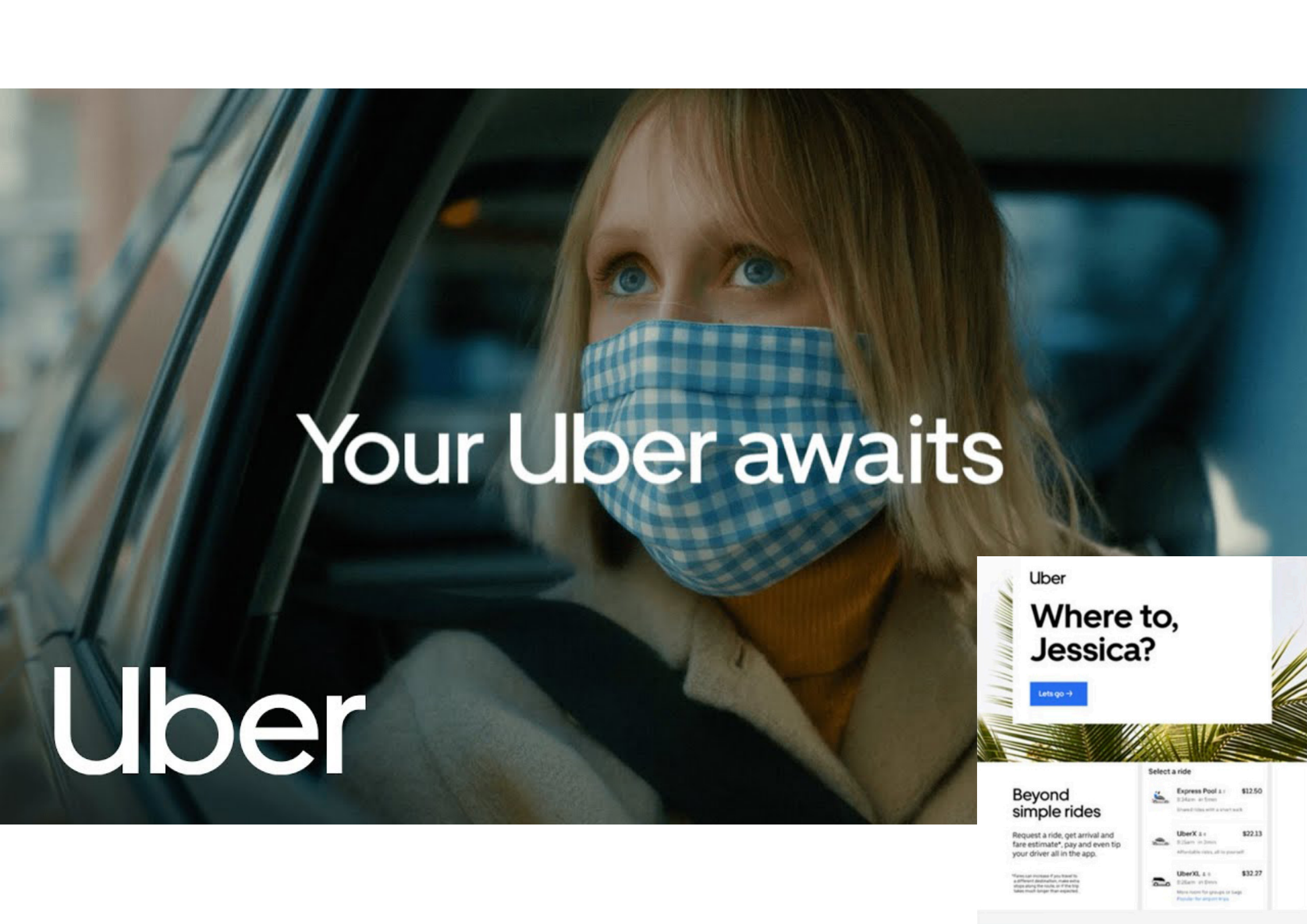


Oxford Circus

Green Park

Victoria





Your Uber awaits

Uber

Uber

Where to, Jessica?




Let's go →

Beyond simple rides

Request a ride, get arrival and fare estimate*, pay and even tip your driver all in the app.

*Fares can increase if you travel to a different destination, make extra stops along the route, or if the trip takes much longer than expected.

Select a ride

	Express Pool x 2 \$12.50 <small>2-34 min in Express Shared rides with a short wait</small>
	UberX x 1 \$22.13 <small>9-25 min in UberX Affordable rides, all in your car</small>
	UberXL x 1 \$32.27 <small>9-25 min in UberXL More space for groups or bags Popular for airport trips</small>

Exercise 2

Do any of these brands use different tones of voice on individual pieces, to create different forms of communication? For what purpose?

Using 1 of the brands listed or choose your own, put together a 1 page presentation showing these different examples from 1 brand personality. Be ready to explain why you think the brand has done this.

You have 45 minutes to work on this.

We'll share what you find as a class.

Thank you.