

# BRAND FORUM

BE INSPIRED, BE INFORMED, CONNECT

## **Building Distinctive Voice**

*Tips on Tone; Defining Tone;  
Sharing Tone*

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# Tips on Tone



- Tone is simply your brand's unique attitude
- Tone is a coherent unique voice, built over time
- Tone is all about the consumer experience, not just 'what we say'
- Tone is the feeling we leave with consumers
- Tone is about truth, which is more than facts. Tell a story that's true (don't feel you have to tell every fact)
- Tonality is built as a mosaic of many platforms and expressions which come together to create a coherent whole
- For export markets, anchor your tone in human truths, then put local top-spin which assures it's relevant
- Tone is told by stories: on pack, by people in-store, social media conversations, etc.
- Harness the passion of your internal team; teach them to be pitch-perfect ambassadors for the brand by sharing its tone with them
- Think like your consumer: create thumb-stopping content that engages
- Tone is future-focused; it has in mind where the brand is going, not just where it is
- (Brian McIntyre's essay on ASMR is [here](#))





# Defining & Sharing Tone

## DEFINING

### PRE-WORK

- Know your purpose: *why*
- Be clear on your brand positioning
- Define your target clearly, how you show up in their lives and what benefits you offer

### GET TO WORK

- Have a tone workshop involving senior stakeholders
- Understand any no-no's from compliance/legal
- Use external facilitator

### PROCESS

- Imagine your brand as a person – who would it be like?
- State brand's values
- State brand's personality
- List the brand's magic moments
- Describe the brand's iconic experience

## TOOLKIT TO HELP

### CONTENT:STRUCTURE:TONE

What do you want to say;  
what platforms will you say it;  
what's your unique voice?

### 5-D THINKING

Work through all five senses; how  
does the brand express itself in each?

### WE ARE vs. WE ARE NOT

Articulate the shades of grey in your  
brand; find the nuance; this is never  
just describing opposites

## SHARING

### MANIFESTO

- Tell the story of your brand – not just your product - and your purpose, in the tone of the brand itself.
- This can be articulated in a brand book/bible.

### SETTING THE BRAND MOOD

- Curate images and sound which bring together the unique feel of your brand (this is done with your agency, once you are able to articulate your tone)
- Show outsiders around your 'home'

### BEST IN CLASS EXPRESSIONS

- Examples of the ideal tweet, insta, consumer comment, iconic images etc. - explaining why they're just right

