

25 October 2022

Tone of Voice & Copywriting Workshop

BORD BIA
IRISH FOOD BOARD



John Fanning
*UCD Smurfit Business School
Chairman, Brand Forum*



Margaret Gilsenan
*Founder. + Chief Strategy Officer
Boys+Girls*

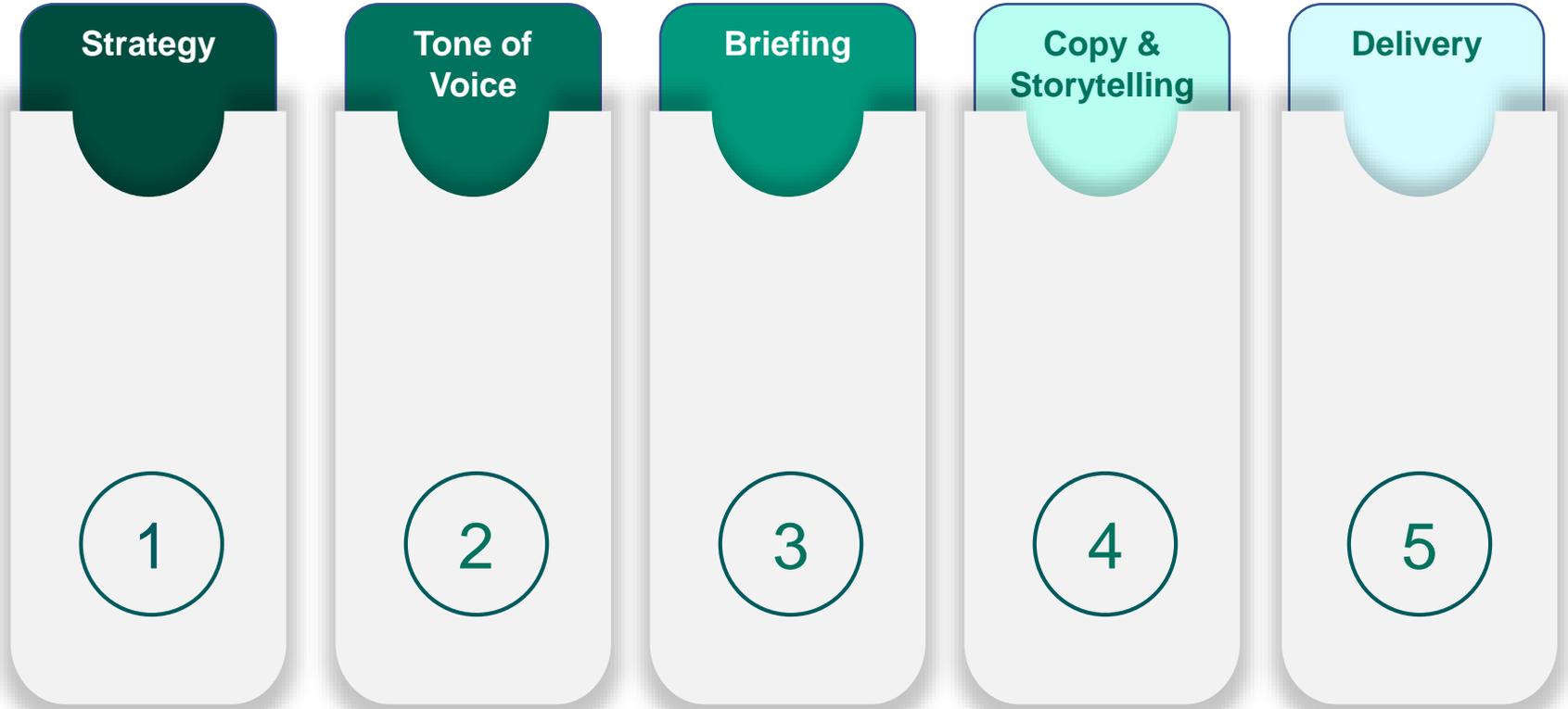


Rory Hamilton
*Founder. + Chief Creative Officer
Boys+Girls*

Agenda

10.00	Welcome & Intro Agenda & What to Expect Strategy First Tone of Voice	NMcH MG JF JF
11.30	Break	ALL
11.45	Meet the Maker Briefs & Briefing Templates Meet the Creative Director	COS MG RH
1.00	Lunch	ALL
1.45	Meet the Maker Consistent Characteristics of Great Copy Sources of Great Stories Content Delivery Wrap up	MGo JF JF MG NMCH
3.15	Close	ALL

CAMPAIGN PLANNING ROADMAP



Goal of Today

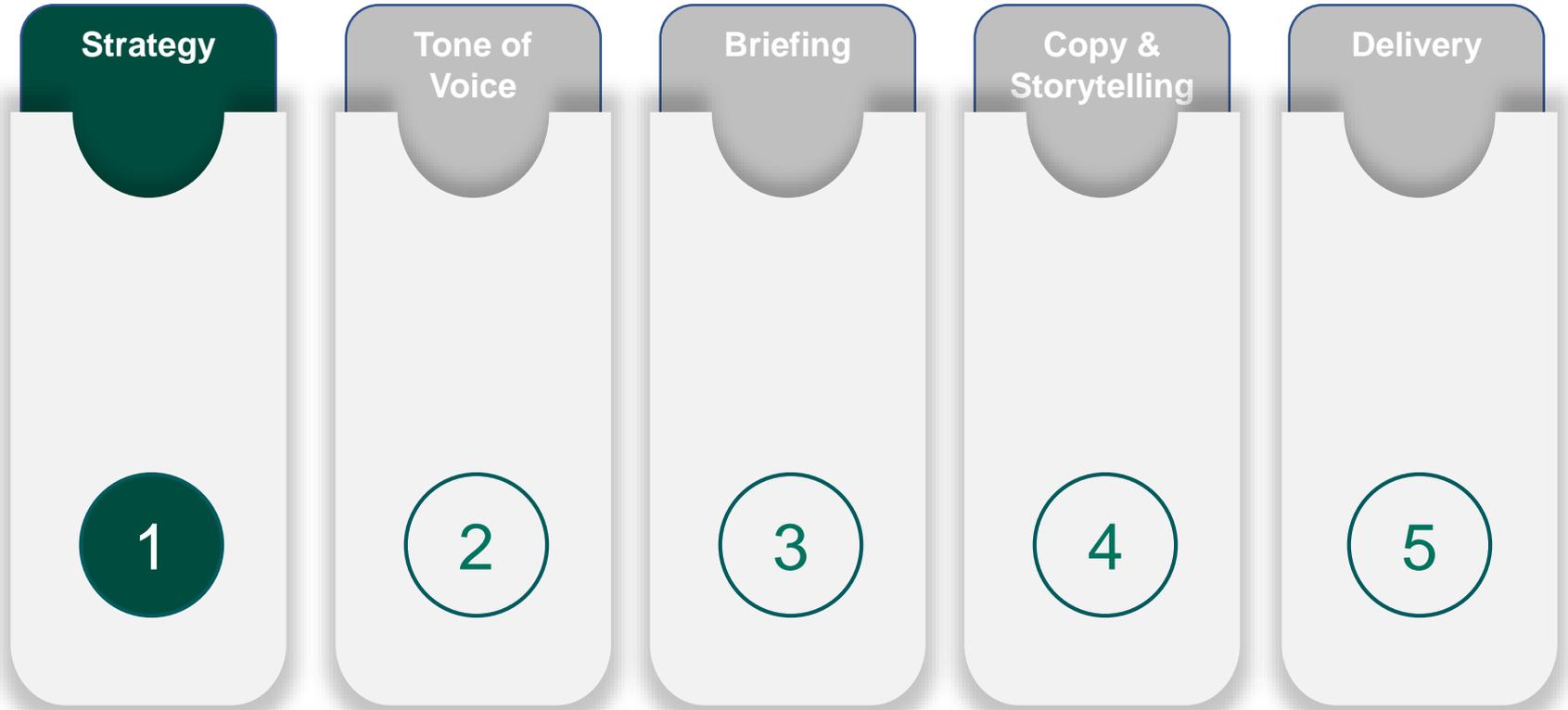
INSPIRED

INFORMED

EQUIPPED

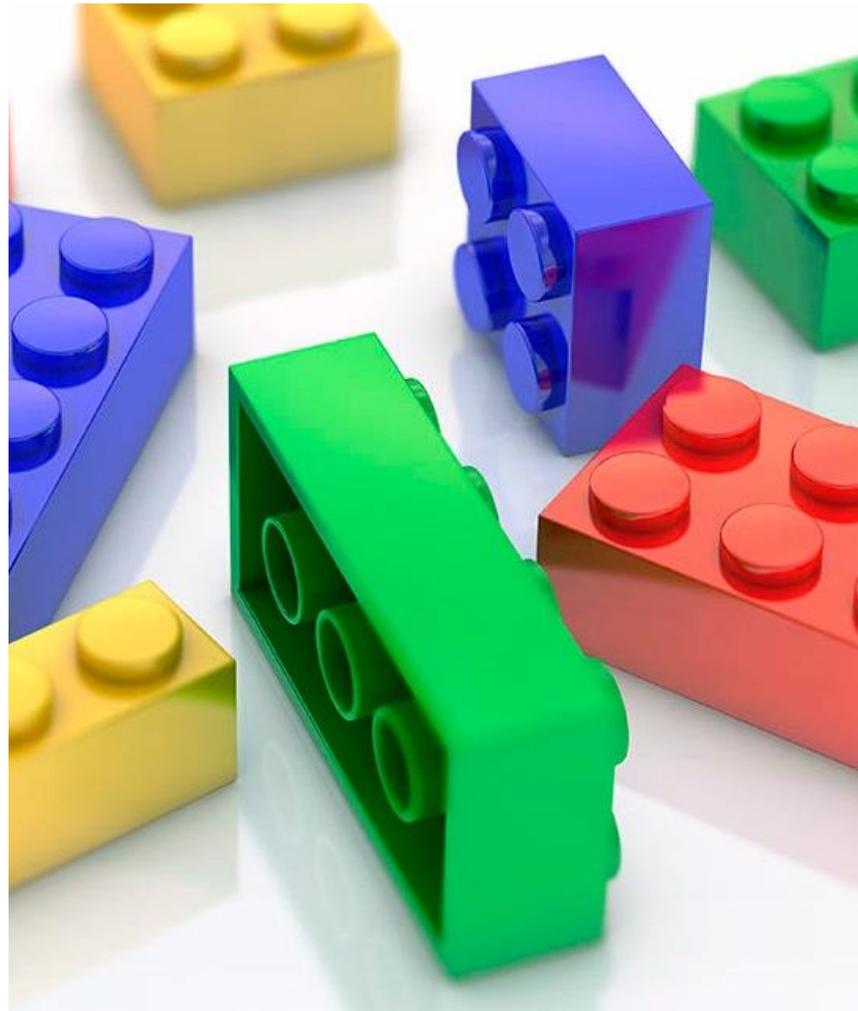
CONNECTED

CAMPAIGN PLANNING ROADMAP

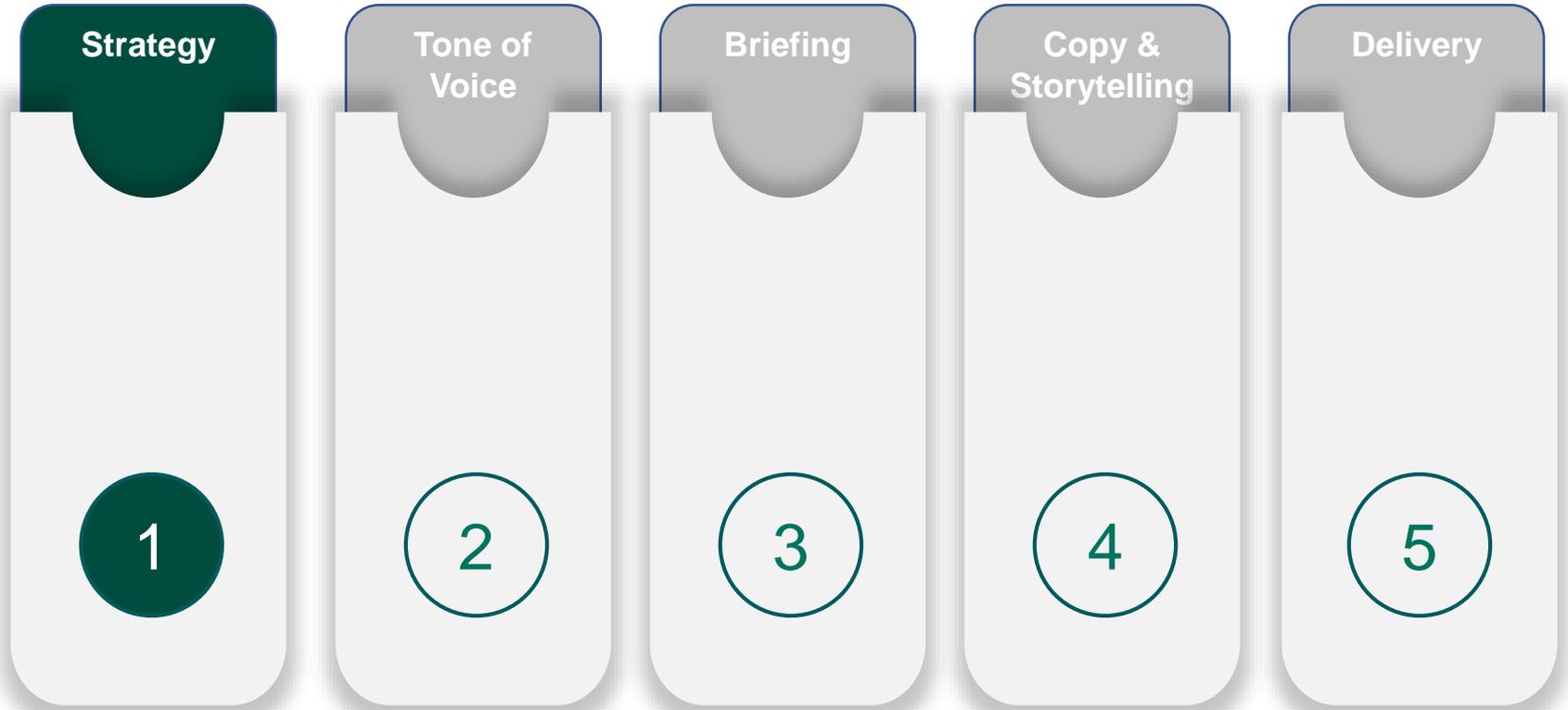


Strategy First

BORD BIA
IRISH FOOD BOARD



CAMPAIGN PLANNING ROADMAP



Ground Work

RESEARCH

Desk (SECONDARY) Research;

The Bord Bia Library helps provide access to professional desk research services and world-class insight which can help more informed decisions.

thethinkinghouse@bordbia.ie

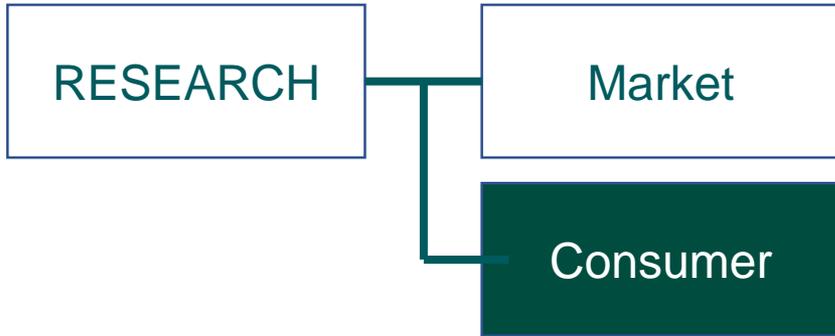
Original(PRIMARY) research; desk research will invariably need to be augmented by some quantitative research and almost certainly by qualitative research

What information do we need?



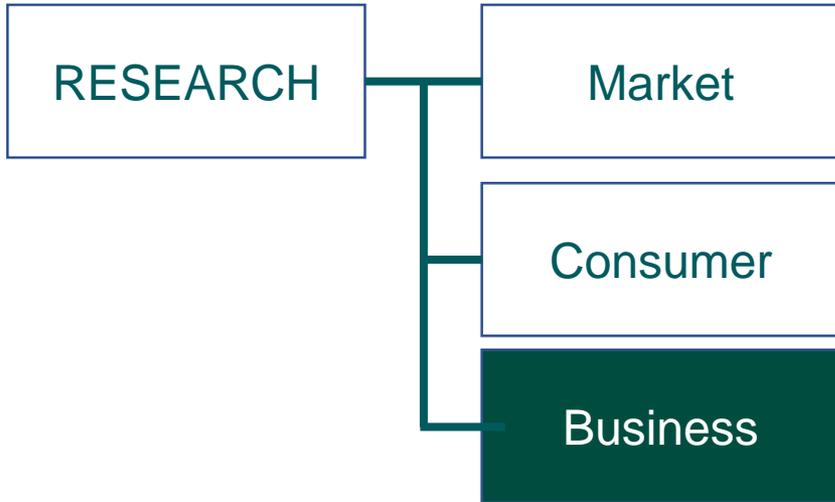
- The Market
 - Size—value—volume.
 - Growth; rising, falling or static over the last five years.
 - Segmentation; how consumers make sense of the market.
 - Trends; what's new or happening in the category.

What information do we need?



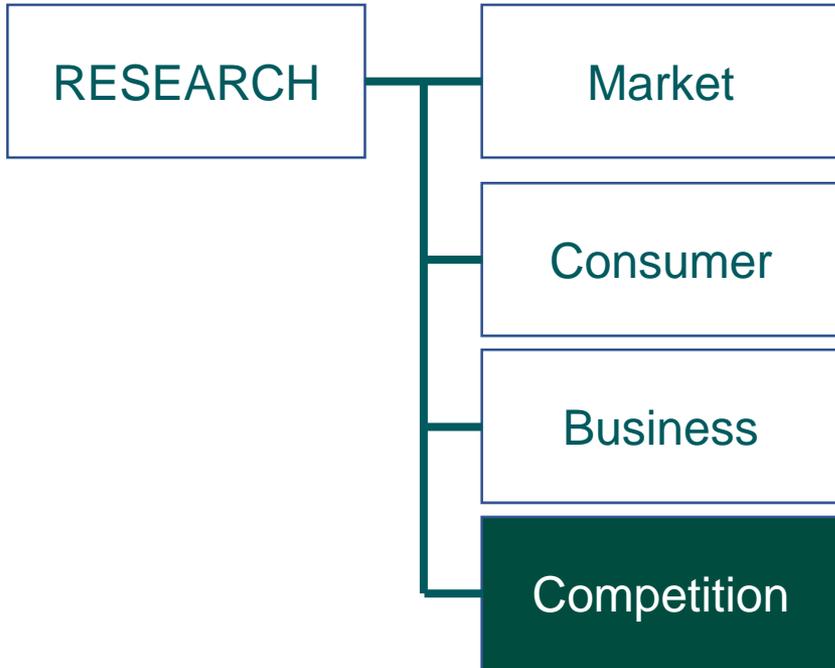
- The Consumer
 - **WHO** is your target; demographic, behavioural, attitudinal?
 - **WHAT** products, packs range do you have?
 - **WHY** would consumers choose your brand?
 - **WHEN** are your usage occasions?
 - **WHERE** can consumers buy your brand?

What information do we need?



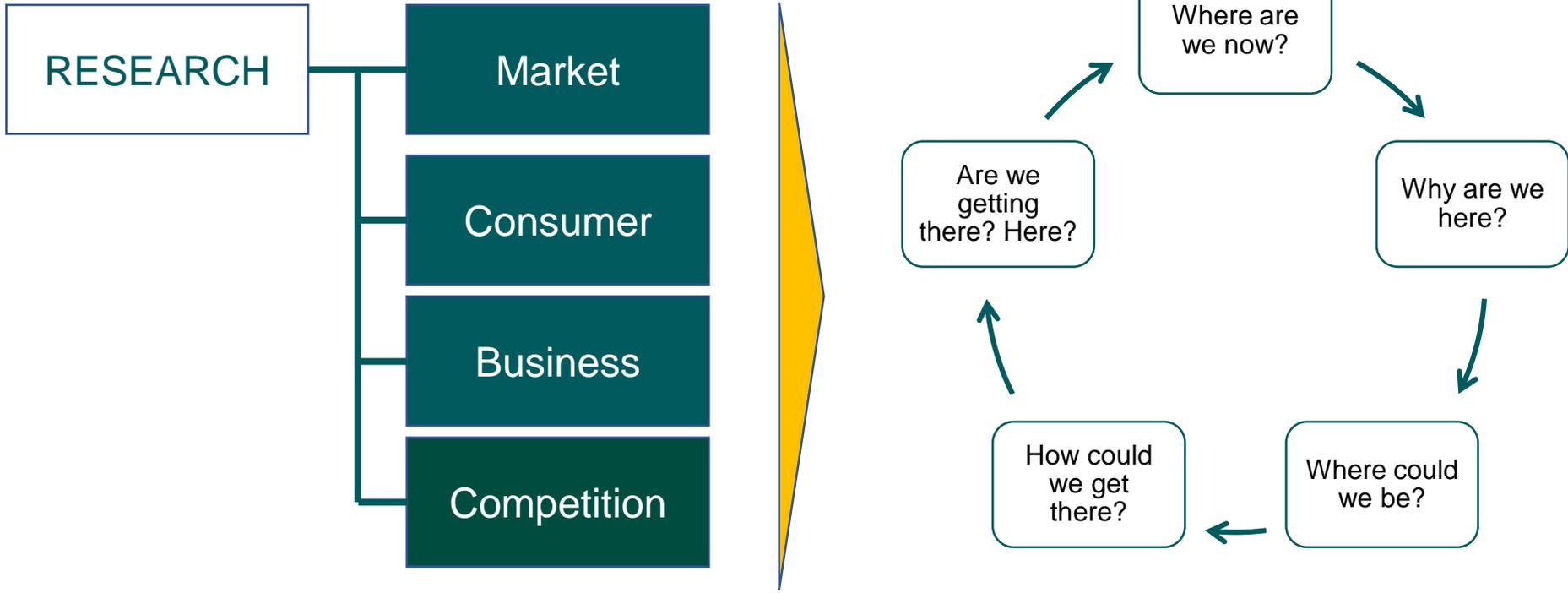
- The Business
 - Best selling products?
 - Most profitable lines?
 - What are we good at?

What information do we need?



- The Competition
 - Who are the key players and what is their market share?
 - What are the main trends in the market; who is growing/declining?
 - What pricing strategy does each competitor pursue?
 - What is the main point of difference of each player?

Brand Planning Cycle



BUT A NEW PREMISE

Rising centrality of tech and data has changed how people connect with brands and business.



New Consumer Journey

FROM

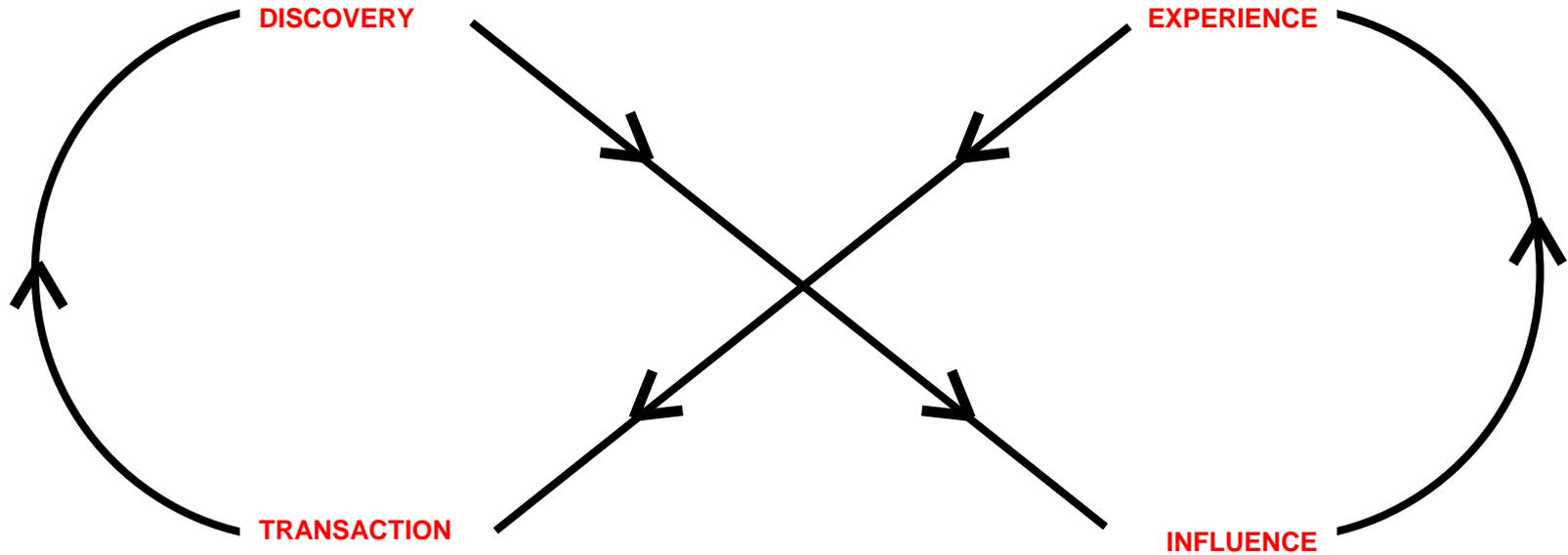
AIDA



TO

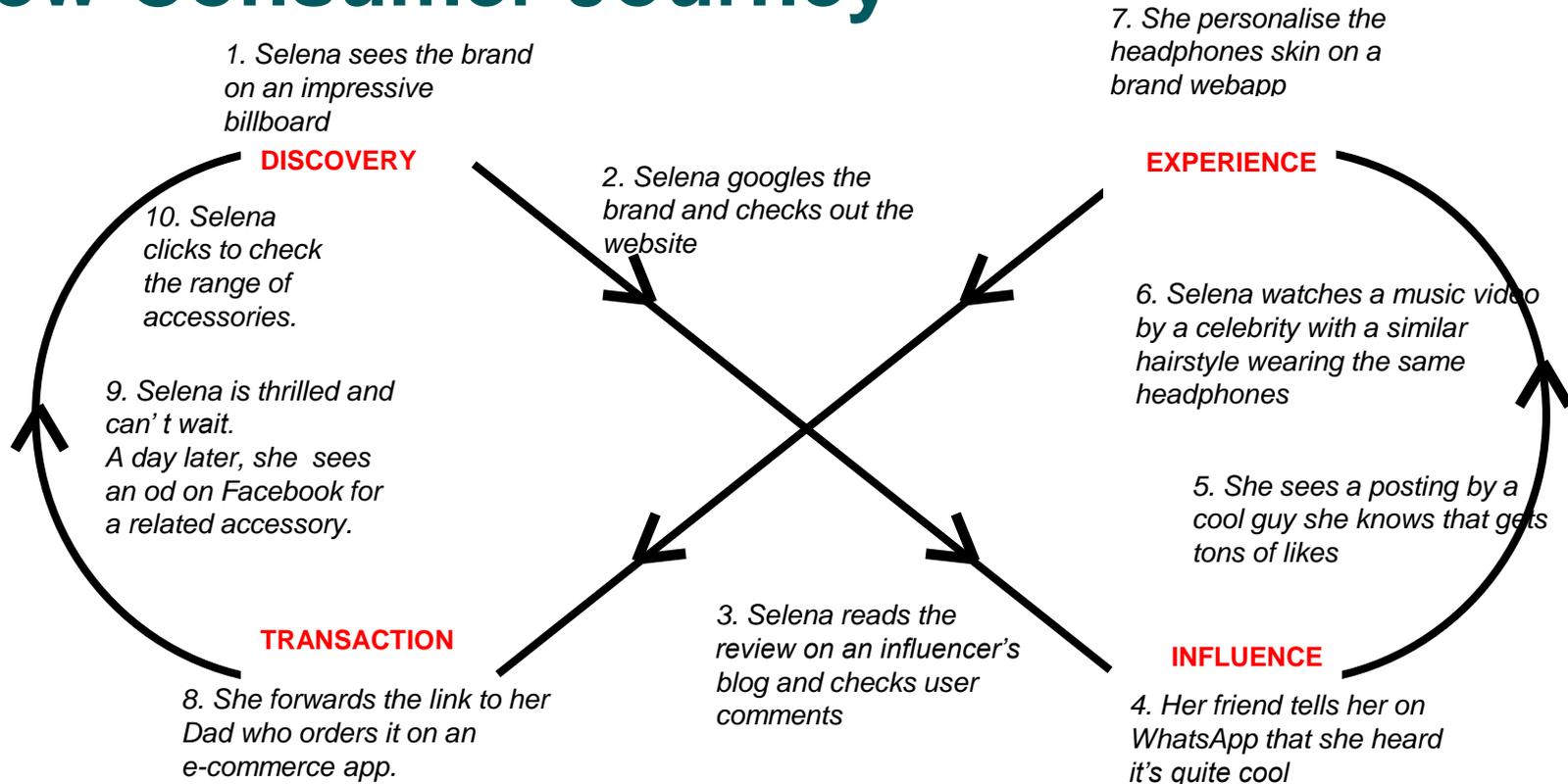
DIET

New Consumer Journey



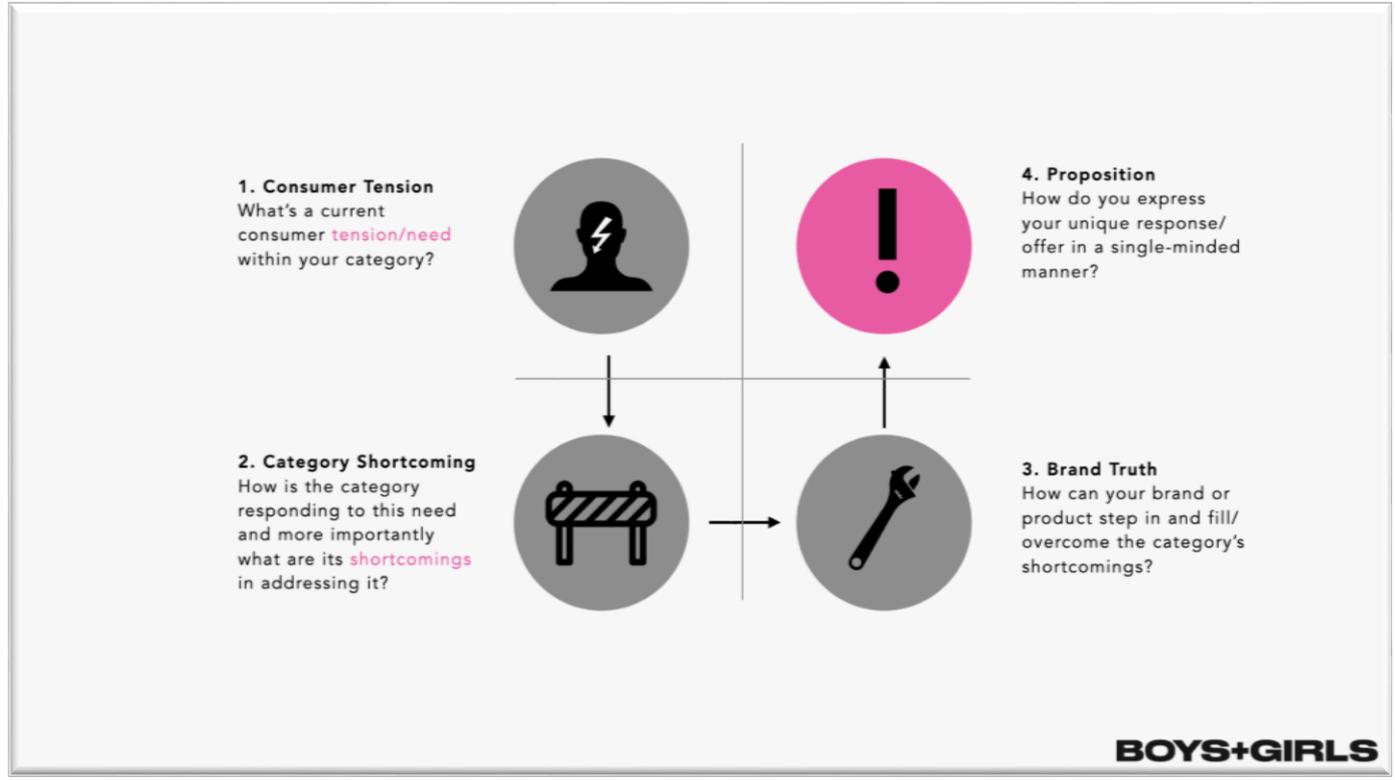
Source: Prashant Kumar

New Consumer Journey



Source: Prashant Kumar

Proposition Template

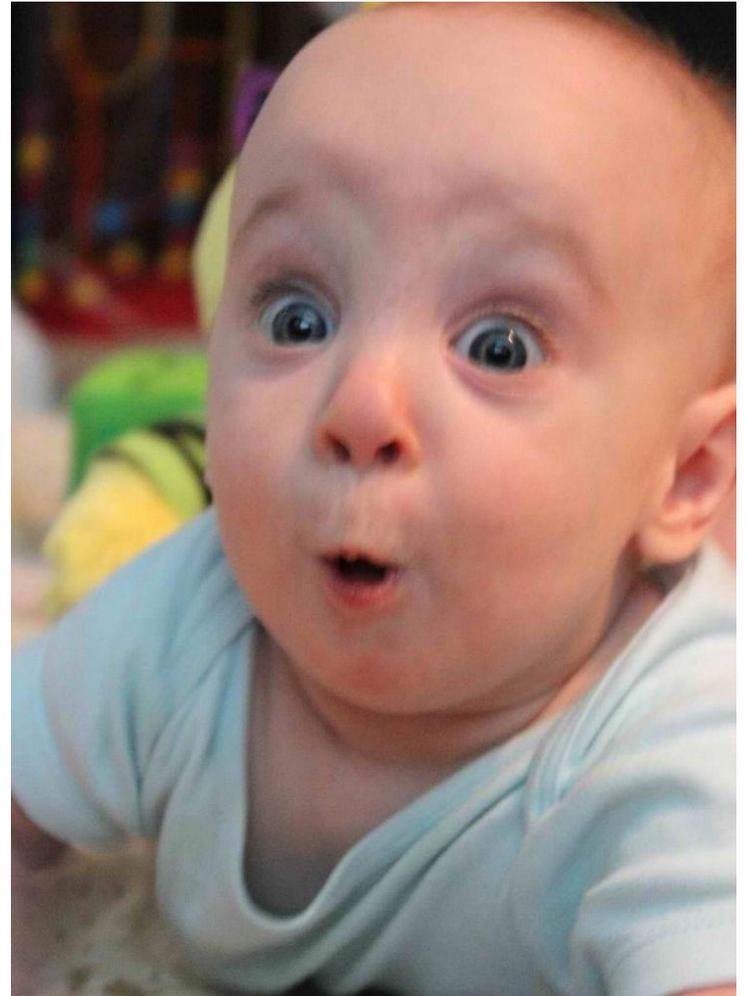


Source: Andreas Krasser

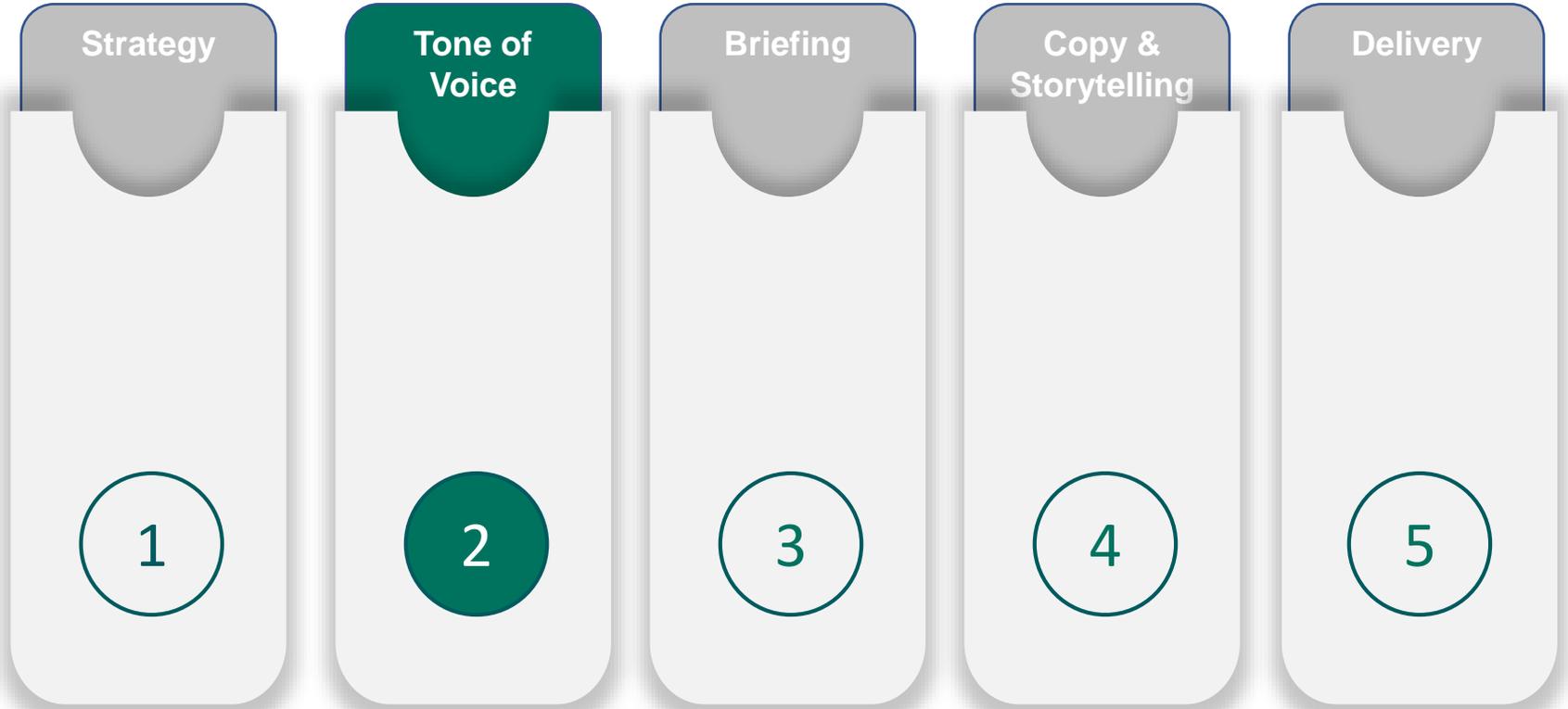
25 October 2022

Tone of Voice

BORD BIA
IRISH FOOD BOARD



CAMPAIGN PLANNING ROADMAP



What is Tone of Voice & Why does it Matter?

Brands are more than a company name.

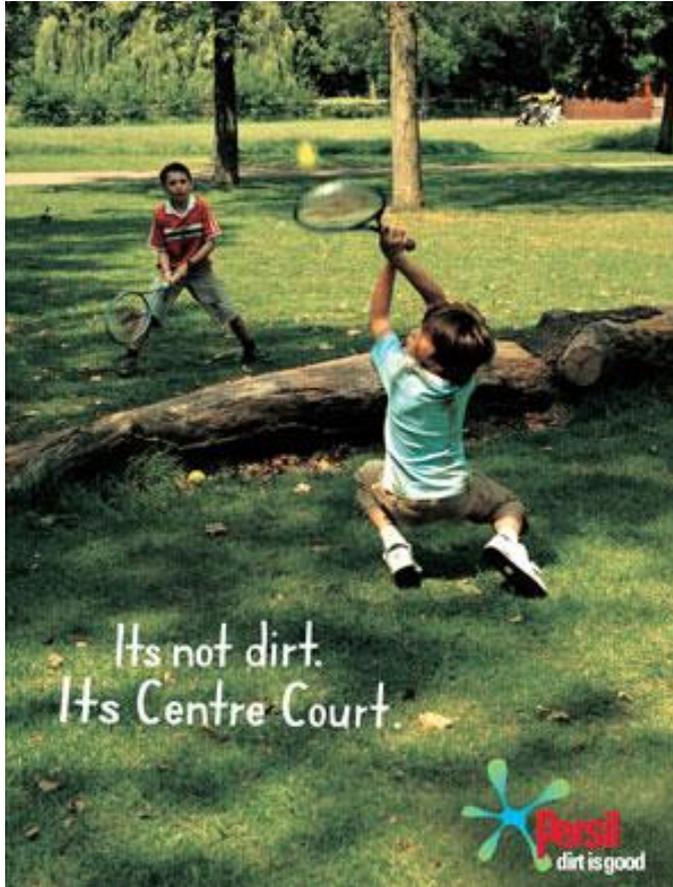
To stand out in the world, brands need to have their personality, and the tone of voice is part of that.

Tone of voice refers to how your brand communicates with the world. It includes the words and imagery you choose across every touchpoint.

Defining the brand tone of voice ensures that the brand presents itself in a **distinctive and consistent** way – whether through packaging, advertising, PR etc.

To create the perfect tone of voice, it is necessary to have a **deep understanding** of the brand's audience and market.





RELEVANT + UNEXPECTED

Brand Facts

Tone of Voice

The RELEVANT + UNEXPECTED Framework



BOYS+GIRLS

The Relevant + Unexpected Framework

RELEVANT

Freshness

Today's Bread Today



UNEXPECTED

Salt of the earth Dublin
accent

03134

JCDecaux



KEEP IT SIMPLE,
KEEP IT FRESH

TODAY'S BREAD TODAY

A Christmas Toast



TODAY'S BREAD TODAY

Home for
Christmas



TODAY'S BREAD TODAY

Christmas
Toast



TODAY'S BREAD TODAY

Home



The Relevant + Unexpected Framework

RELEVANT

Pure Goodness



UNEXPECTED

Stylish Wit

Ingredients

Irreverent Tone



innocent

The Relevant + Unexpected Framework

RELEVANT

Practical

Reliable

Economical



UNEXPECTED

Stylish

Sophisticated

Self-deprecating wit



Think small.

The same idea for the Volkswagens were introduced into the United States.

These compact little cars cost less than sports cars, and almost as little.

All this had to be demonstrated first was 33 miles in the gallon, 100 miles per regular driving, or almost 100 miles per gallon that would get 70 miles per gallon without extra, available only for a fairly good and a variable price tag too.

Mercedes, available in the Volkswagens. By 1964,

VW was the best-selling imported car in America. It had a fuel economy that was well over 100 miles per gallon. Volkswagen cars were including 1600 cc, 1800 cc, and 2000 cc, including 1600 cc, 1800 cc, and 2000 cc.

Volkswagen's work was a new feature in the design of the Beetle as American or regular model. In fact, over 100 cars will be made with 1600 cc and 1800 cc, and on. Chicago prices from the power for the Volkswagen plant is supplied by Volkswagen of the U.S.A.

As the VW name will allow, Volkswagen cars are successful and the Volkswagen Beetle is also, the same too. In fact, for example, a only \$10,000. The well known Volkswagen Beetle.

Today, in the U.S. and 100 other countries, Volkswagen cars sold here. The first car to be made Volkswagen in America was the 1964 Volkswagen Beetle, manufactured by Volkswagen of America, Inc. in Chicago, Illinois. Volkswagen cars are available in the U.S.A. Volkswagen cars are available in the U.S.A.



The Relevant + Unexpected Framework

RELEVANT

Informative

Challenging



UNEXPECTED

Acerbic Wit

Direct hits at non readers

“I never read
The Economist.”

Management trainee. Aged 42.

Trump Donald.

*It's lonely at the top, but at least there's
something to read*

*Money talks, but sometimes it needs
an interpreter*

*An election promise from The Economist.
We'll tax nothing but your intelligence.*

Insider reading.

The Relevant + Unexpected Framework

RELEVANT

Value for Money

Cheapest Prices



RYANAIR

UNEXPECTED

Irreverent

Aggressive humour

**EVEN SHE WOULDN'T
DELETE
OUR EMAIL OFFERS!**

**FLY FROM
€9.99**

 **RYANAIR**
LOW FARES. MADE SIMPLE.



JAB & GO!

1 MILLION SEATS FROM £19.99

Characteristics of Great Copy & Tone of Voice

- ✓ Informality, Irreverent, Insouciance
- ✓ Humour
- ✓ Sophisticated Wit
- ✓ Vernacular



21.10.2022 08:5

PASSION FOR DESIGN, BUILT WITH PRIDE

CURRENT DEVELOPMENTS

FUTURE DEVELOPMENTS

“You can’t separate the dancer from the dance”

WB Yeats



How can we know the Strategy from the Tone of Voice, the Copy ?

“I never read
The Economist.”

Management trainee. Aged 42.

WE CAN'T!!

25 October 2022

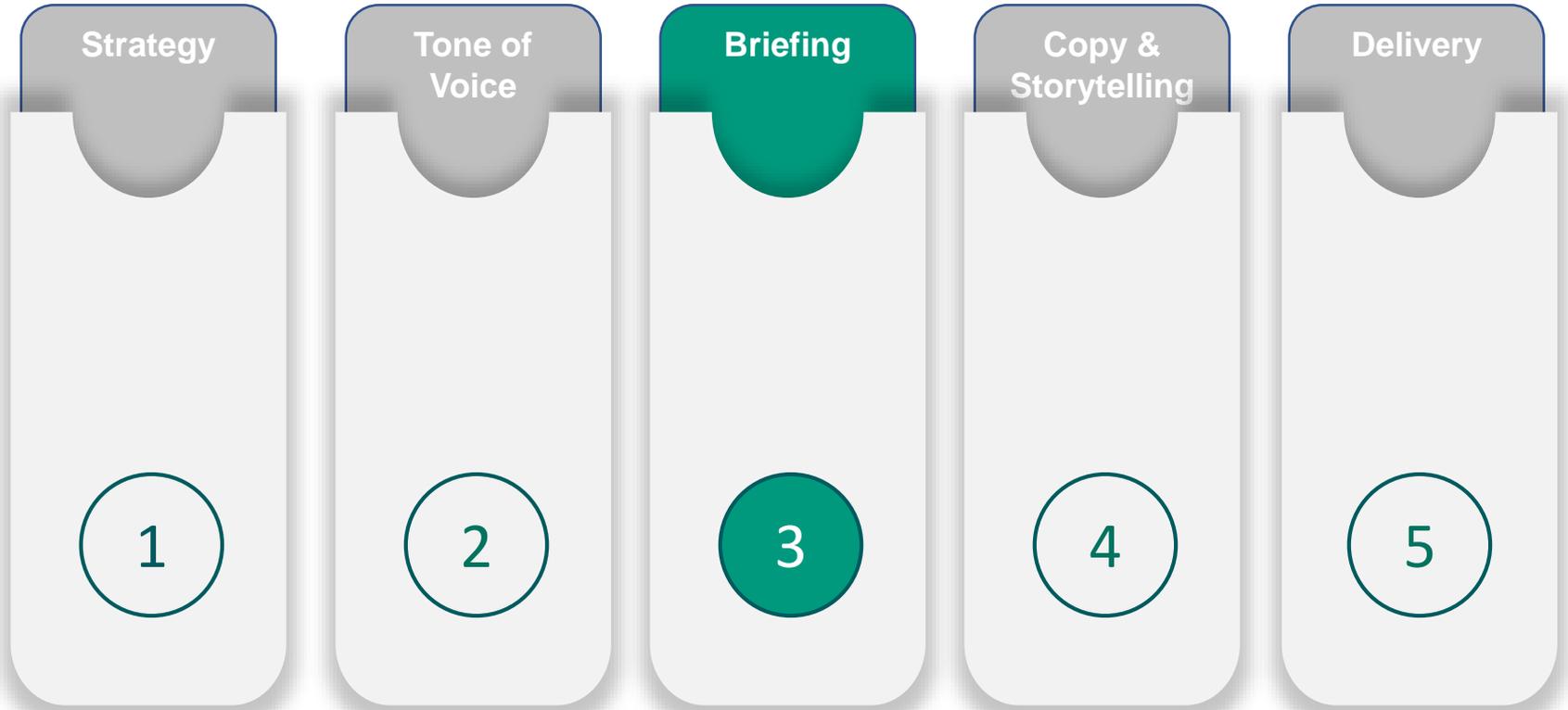
Meet the Maker

BORD BIA
IRISH FOOD BOARD



Colum O'Sullivan
Cully and Sully

CAMPAIGN PLANNING ROADMAP



25 October 2022

Briefs & Briefing

BORD BIA
IRISH FOOD BOARD



A Thinking Framework for Better Briefs

A Simple Formula

To get to objective X you need to engage target Y
and communicate message and reasons to believe Z

BOYS+GIRLS

Source: Better Briefs

A Basic Brief Template

BUSINESS OBJECTIVES	What are you trying to achieve?	What changes in behaviour are required?	What attitudinal shifts will trigger these changes?
	<i>e.g. sales, market, share, profit?</i>	<i>e.g. penetration, frequency, weight of purchase, store visits, website visits etc.</i>	<i>e.g. awareness, consideration, preference, brand association etc.</i>
BUSINESS OBJECTIVES	GET	TO	BY
	<i>Target Audience</i>	<i>Behaviour/Attitudinal Shift</i>	<i>Reasons to believe</i>
SINGLE MINDED MESSAGE	WHAT IS THE ONE THING YOU WANT YOUR CUSTOMERS TO KNOW IN RELATION TO THIS BRIEF <i>Make sure it is: True to the Product; Motivating to Consumers; Distinctive from the Competition</i>		

Digital Focussed Brief Template

THE BRIEF	<i>One line summary of the Brief</i>		
WHAT NEEDS TO HAPPEN?			
<i>What needs to happen? What is the business challenge and marketing task? Why does this brief exist?</i>			
COMMUNITY INSIGHT	BRAND INSIGHT	CULTURAL INSIGHT	SOCIAL INSIGHT
<i>What do we know the matters to the community we wish to engage? What do they see as valuable?</i>	<i>What is the brand's POV? How does it behave in the world? What makes it special? What does it do that no-one else does?</i>	<i>What is the relevant element of culture to tap into? The tension that can be solved? The movement that can be harnessed/created?</i>	<i>What is being discussed in social media about this brand and topic? Who are the influential voices? What is the sentiment?</i>
BRAND ACTION		BRAND TERRITORY	
<i>What's the key thing the brand wishes to do for the community? How will it stimulate conversations and participation? How is it verging?</i>		<i>What are the key media for this community? What are the best channels for achieving the business objectives? Hat media should we create? What should we not overlook?</i>	
WHAT IS THE KEY BEHAVIOUR WE WISH TO CREATE?			
<i>What do we want the community to do? Be as specific as possible? IF it is to buy more frequently - when and for what? Are there immediate behaviours that will help gauge successful engagement with the community? Google searches (what terms), social activity, store traffic, social media volume.</i>			

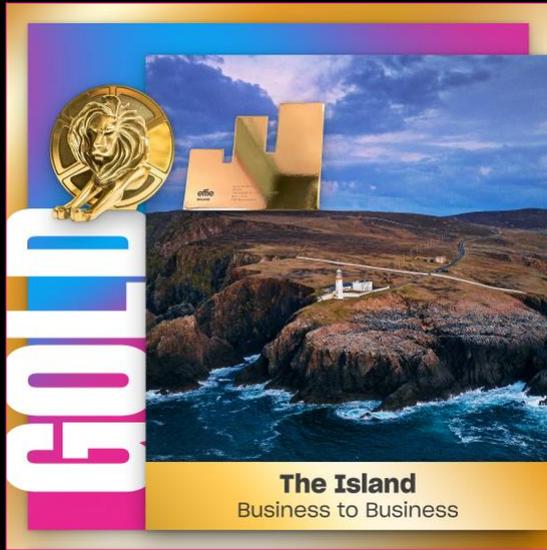


“What gets measured
gets managed.”

—Peter Drucker

WHAT ARE YOUR KPIS?

HOW ARE YOU GOING TO MEASURE SUCCESS?



152% *YoY growth*

18% *YoY new leads*

+6% *in brand health*

No. 1 *in the market*



From **7TH** to **4TH** in the market

Consideration up **27%**

€116,682,312*
gained in additional revenue

€10.46 *RoMI*

* Between 2017-2020

25 October 2022

Meet the Creative Director Rory Hamilton & Question Him

BORD BIA
IRISH FOOD BOARD



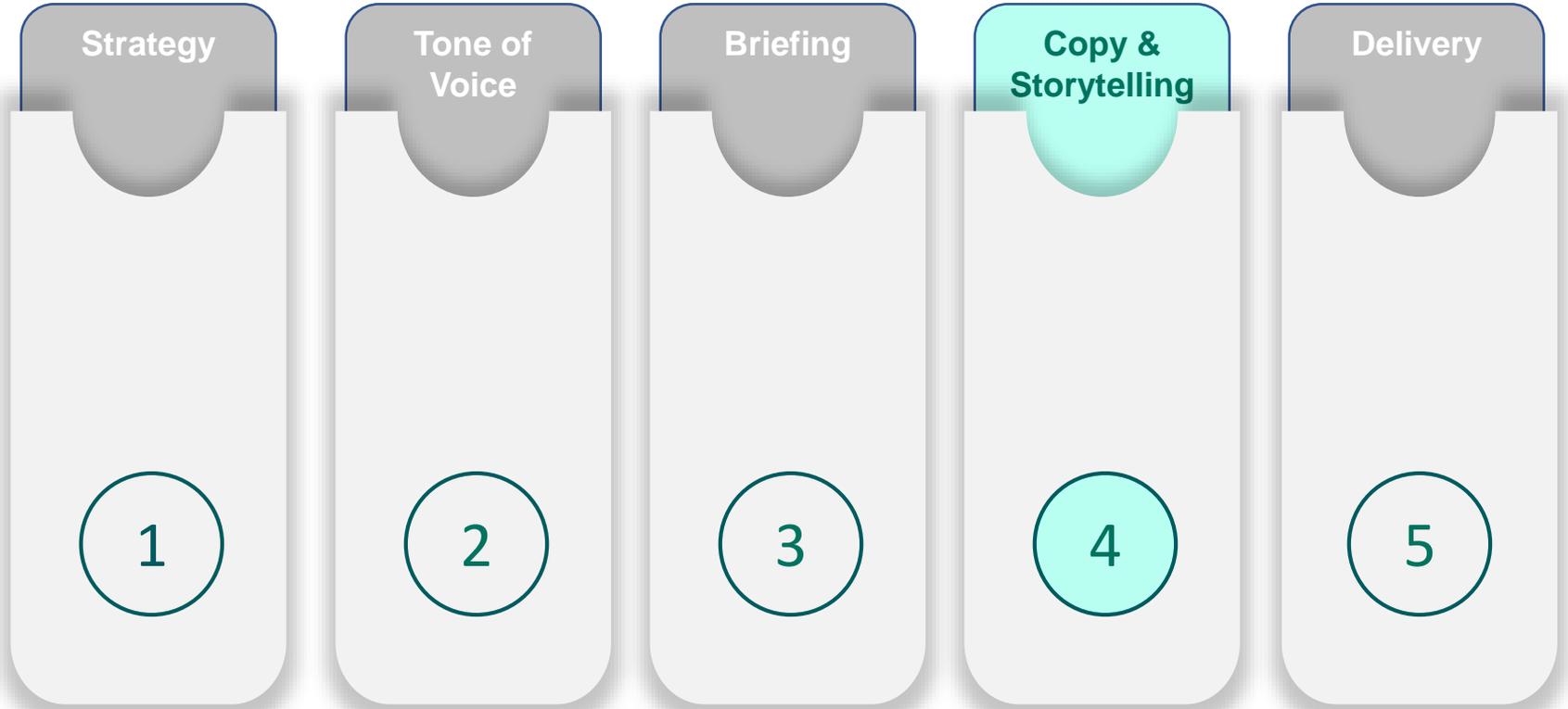
25 October 2022

Meet the Maker

BORD BIA
IRISH FOOD BOARD



CAMPAIGN PLANNING ROADMAP



25 October 2022

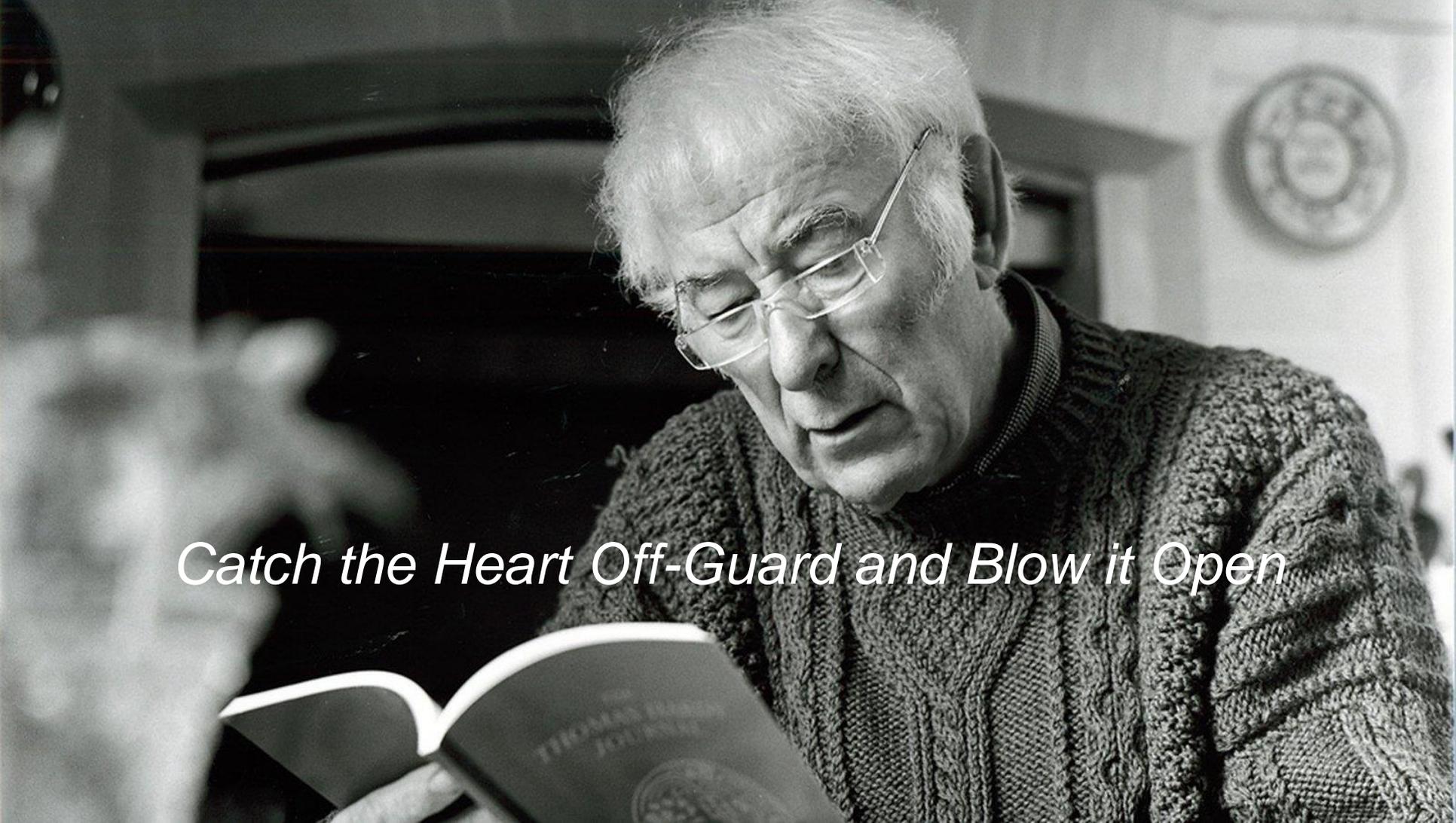
Consistent Characteristics of Good Copy

BORD BIA
IRISH FOOD BOARD



How the poets
summarise what we
should always be
trying to achieve.





Catch the Heart Off-Guard and Blow it Open

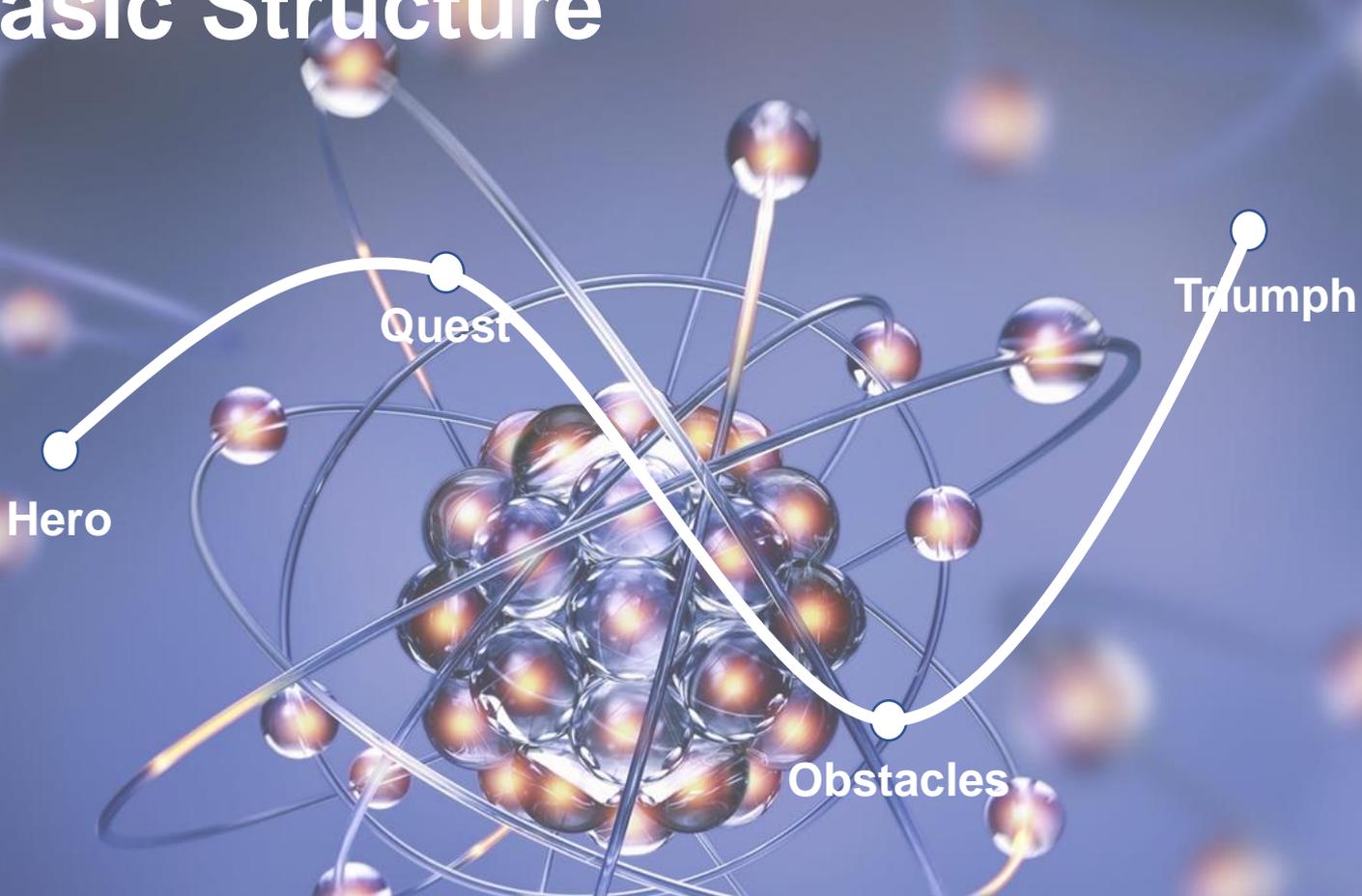


Storytelling is part of what we are.



Has been given a new lease of life by social media.

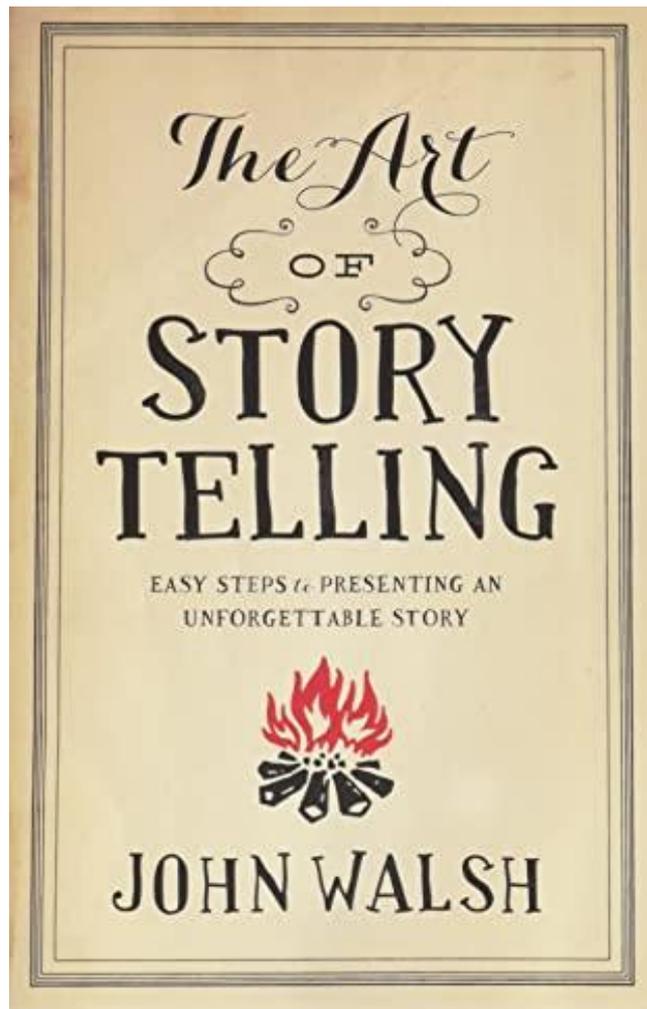
Basic Structure



25 October 2022

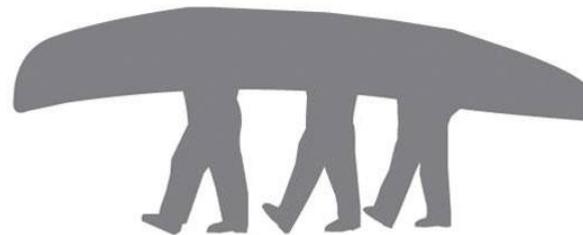
Sources of Great Stories

BORD BIA
IRISH FOOD BOARD
BORD BIA
IRISH FOOD BOARD



LOCATION

BORD BIA
IRISH FOOD BOARD



INIS MEÁIN

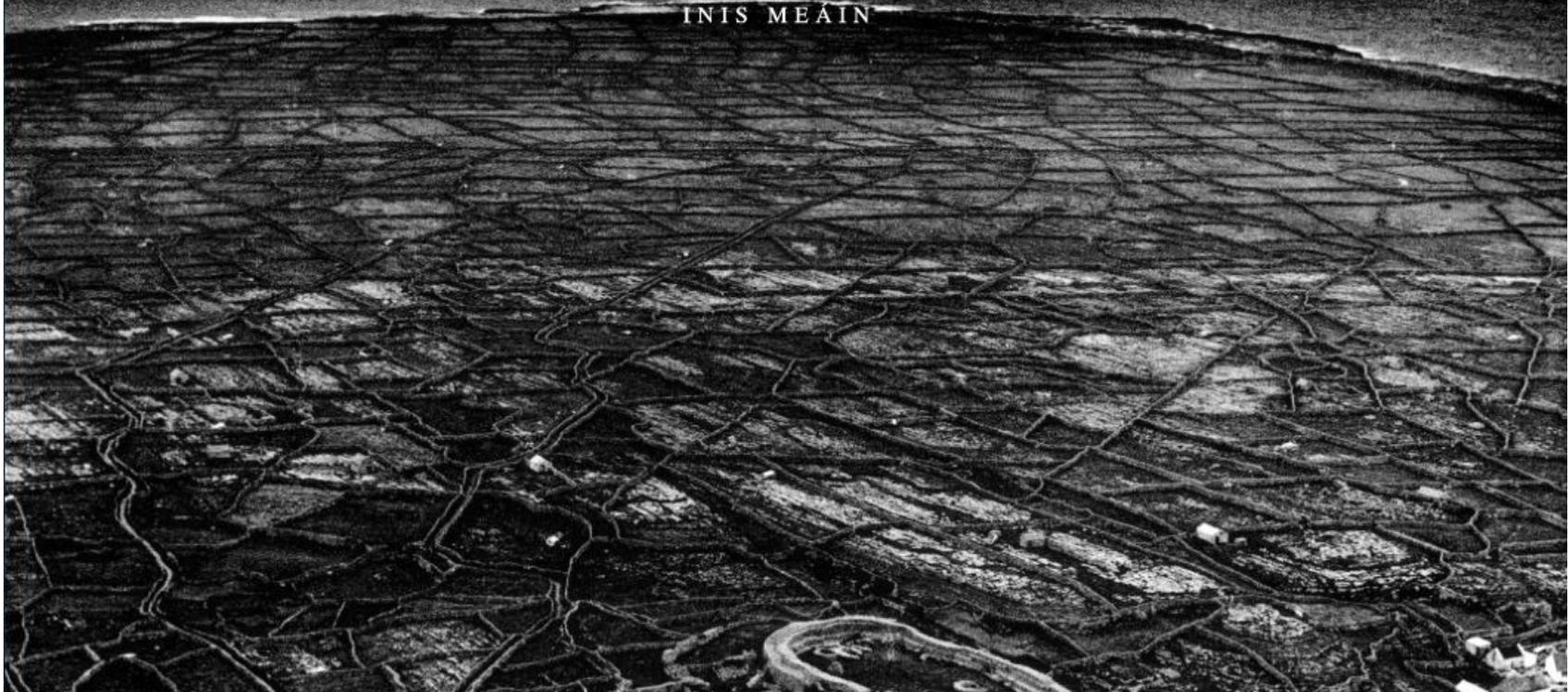


INIS MEÁIN

INIS MEÁIN



INIS MEÁIN





Story *An Scéal*

For centuries, the fishermen's garments have been knitted by the women of the island. Knitting was just one of a number of skills that islanders had to learn and to master, to create a way of living in a very inhospitable place.

Survival depended on dexterity and skill which bred a fierce independence which in turn inspired an ascetic way of life and a sensitivity, a feeling for quality which was expressed in the products of the islanders' toil.

The fabrics, the stone walls, the houses, the tiny gardens and the fishing boat or curragh and of course the clothes and knitting. It is this tradition that inspires the clothes we make in Inis Meáin. We are constantly delving into the Island's rich knitting traditions to find and

reinterpret old stitches in new ways.

Chníotáil muid an olléidín gearraithe dá gcuid fíor - lascairí an olléidín - leis na cianta. Jansparaid í an traidisiún seo dúinn inár gcuid oibre agus inár ndéantaisíocht.





This season we have revived a hundred year old sweater which is called the "Máirín Beag" after the local fisherman who used to wear it.



HERITAGE

BORD BIA
IRISH FOOD BOARD



JOHNNIE WALKER®

PURE
INVENTION/
CREATIVITY

BORD BIA
IRISH FOOD BOARD

Cadbury

PURPOSE

BORD BIA
IRISH FOOD BOARD





100% slave free the norm in chocolate

read  more



SHARE OUR STORY

With incredibly tasty chocolate we show the world chocolate can be made ethically through responsible packaging and the way we treat cocoa farmers.

Alone we make slave free chocolate. Together we make all chocolate 100% slave free. So we ask you to join in.

The more people choose slave free and share our story, the sooner 100% slave free becomes the norm in chocolate. The choice is yours. Are you in?

Join our movement and like or follow us:

-  [TongueChocolate](#)
-  [tonguechocolate_us](#)
-  [TongueChocoUS](#)

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE

**I'M BAD FOR
YOUR HEALTH**



↻ **New Year's resolution?
Consume me consciously!**

A SWEET SOLUTION TO A BITTER TRUTH



PURPOSE

BORD BIA
IRISH FOOD BOARD



PATAGONIA: "The Greenest Product Is The One That Already Exists"

DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time

YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear

YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear

you no longer need

YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear

that is worn out

YOU pledge to keep your stuff out of

the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take

only what nature can replace

The
patagonia[®]

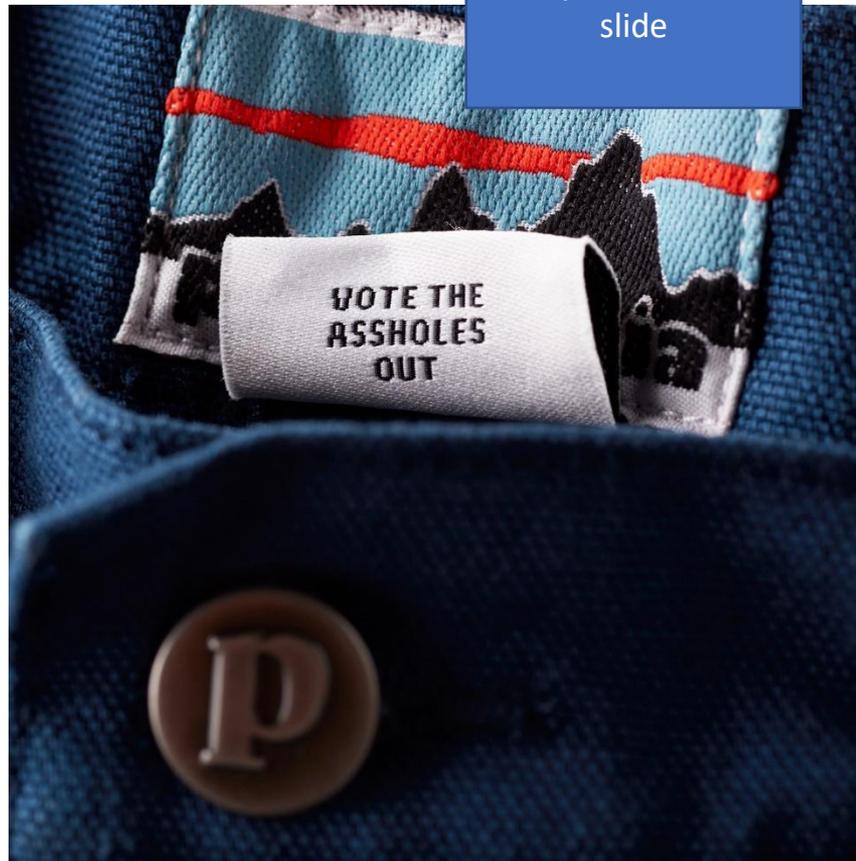
**Sorry,
we're
closed.**

To do our part to protect
our community, we've
temporarily closed our doors.

Follow us on Instagram @patagoniafreepart
or visit patagonia.com/help for updates and support.

patagonia

Do you want this
slide



CONTEMPORARY CULTURE

BORD BIA
IRISH FOOD BOARD

BARRY'S TEA

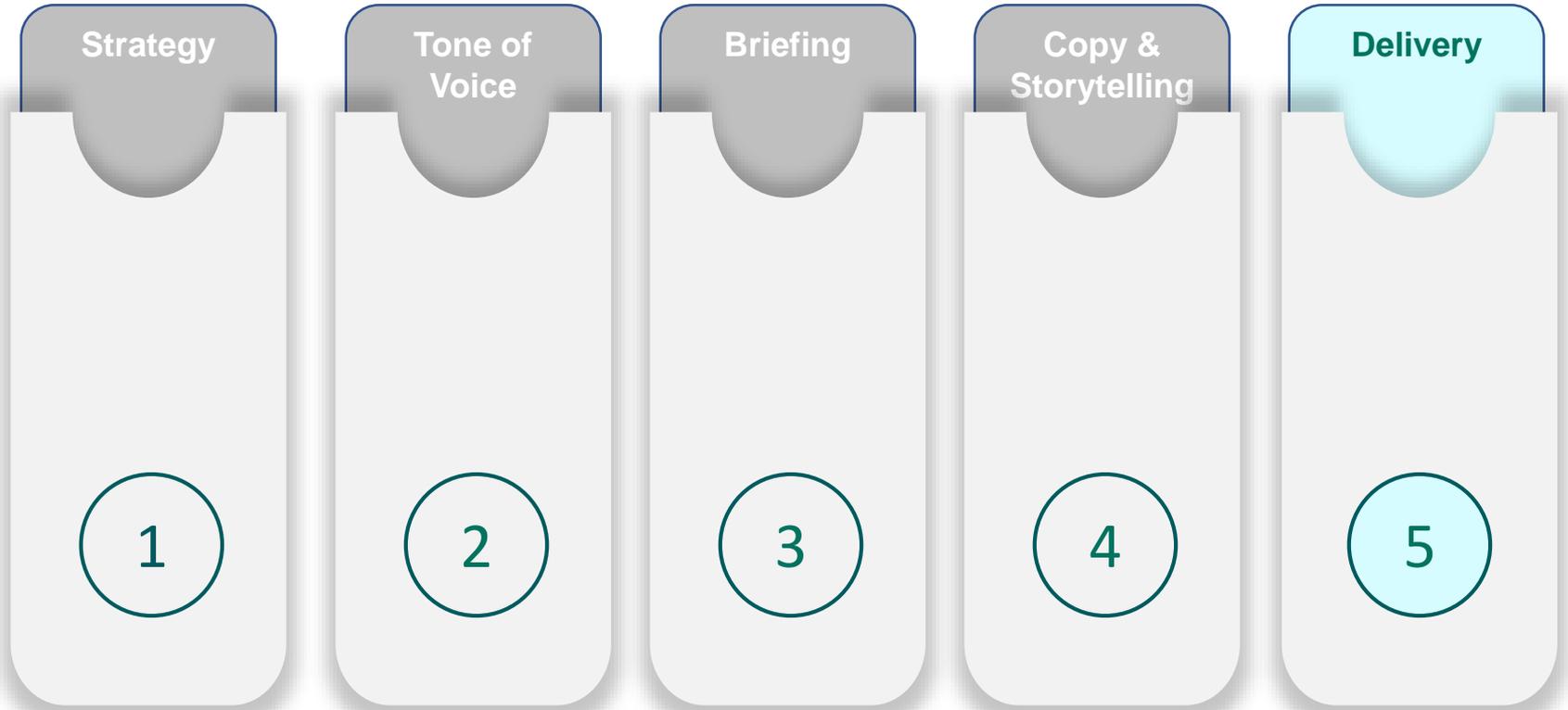
25 October 2022

Content Strategy

BORD BIA
IRISH FOOD BOARD



CAMPAIGN PLANNING ROADMAP



Content Strategy

- ✓ Channel appropriate.
- ✓ Keep tone consistent.
- ✓ Get to the point.
- ✓ No good having a great story if it passes everyone by.

Landing Your Message

THE BIG IDEA					
	BARRIER	ROLE OF COMMS	DESIRED RESPONSE	CHANNEL FOCUS	KPIs
	What is the biggest hurdle our comms need to overcome at this particular stage of the customer journey?	What does our comms have to do in order to break through this barrier?	What's the desired outcome - the behaviour or perception change?	What kind of channels/ platforms will be best suit to get the job done	How will we measure success at this stage of the customer journey?
AWARENESS	Our audience might not know	Establish our brand as the perfect solution	"How come I didn't know about this"	TV, OOH, Online Video	Spontaneous awareness & views
CONSIDERATION					
CONVERSION					

BOYS+GIRLS

Source: Andreas Krasser

The Building Blocks to Success

