Who Are You?

Using Voice and Tone to Support Your Brand's Message
Who Am I?

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- Member of WordCamp Las Vegas Organizing Team
- Local Blogger at LollieShopping.com
- Communications Specialist at WebDevStudios, Maintainn, and Pluginize
- Freelance Writer

Social Media @lollieshopping
Brand Messaging

- Your brand name
- Slogan / Tagline
- All the words on your website
- What you’re saying on your social media

**Examples:** What you do, what you sell, where you’re located, how to contact you, why you’re the best...
THE PLACE TO BE DOWNTOWN

FROM THE BRIGHT, RUNNING NEON BULBS TO FRIENDLY DEALERS AND GREAT VALUE, THE TRADITIONAL VEGAS EXPERIENCE IS STILL ALIVE AND WELL IN DOWNTOWN LAS VEGAS’ FAVORITE HOTEL & CASINO – PLAZA.
Brand Voice & Brand Tone
Brand Voice

PERSONALITY
Brand Voice

PERSONALITY

- Friendly
- Dependable
- Honorable
- Reputable
- Respectful
- Consistent
- Rebellious
- Pleasant
- Optimistic
- Conscientious
- Sincere
- Bubbly
The customer’s wants and needs include things that can’t be measured

Empathizing with an end user means that you’ve tuned in to what they want to feel. And this is not a quantifiable thing. Our product teams have to be ready to notice the desires and aspirations of the intended customer.

Perhaps, the solution we build will make the customer feel smart. Or empowered to achieve something without the help of a professional. Or included. Or productive. A description of the product’s requirements and the product’s utility will feature heavily on the product brief, but so will the emotional language that demonstrates how we have deployed empathy to observe behavior and draw conclusions.

A culture that values experiments

Our product teams are working in an open-minded culture, where we really value the learnings that come from bold experiments.

We know that we have to explore different ways to solve a problem.

Because we work right alongside the product owner as we test solutions, we like to say that we “work in public.” Working in public also means learning in public. Our first drafts are public. Our first assumptions are public. We share our rough prototypes.
● Creative
● Empathetic/Good Listeners
● Bold
Brand Voice

PERSONALITY

● Nail down three personality traits to emphasize
● Consistently rely on these traits to support your brand’s message
● Other traits will be apparent; That’s okay but ensure they align with your lead personality traits
● Make sure these traits attract customers
Brand Tone

ATTITUDE
Brand Tone

Attitudes

- Snarky
- Lazy
- Inspiring
- Eager
- Dour
- Aggressive
- Shady
- Lively
- Youthful
- Casual
- Formal
- Serious
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![](https://i.imgur.com/2Y6em8X)
• Clever
• Casual
• Wholesome
The BEST Practice of Voice & Tone
The BEST Practice of Voice & Tone
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The wait is over. Spicy Nuggets are indeed back—and they are indeed FREE. Get 6 PC. Spicy Nuggets for free with any mobile order purchase because dreams do come true. Just open or download our app, click ‘Offers’ to redeem and add to your mobile order, then get your spicy on.

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Midwest ordering & app offers available only at participating U.S. locations for a limited time. See offer for mobile order. To use, download ours Wendy’s app or wendys.com. Registration required.
WENDY'S SPICY NUGGETS ARE BACK!!!

@Wendys

We like our tweets the same way we like to make SPICY CHICKEN NUGGETS: better than anyone expects from a fast food joint.

wendys.com

Joined July 2009
Wendy's Spicy Nuggets Are Back!!!

Don't slide into DMs when you can slide more sandwiches into your stomach. Choose a S'Awesome Bacon Chicken, Barbecue Chicken or Avocado BLT Chicken today—the world is yours.
Brand Voice
- Fun
- Trendy
- Approachable

Brand Tone
- Youthful
- Cheeky
- Cool
But if your brand messaging is good, why should voice and tone even matter?
Messaging INFORMS people.

Voice and tone WIN them over.
Brand Voice Tips

Begin at the beginning.
Take the brand message and mix in the personalities of company leaders, team, and overall company culture.
Brand Tone Tip

Consider your audience. HOW do they want you to speak to them?
Brand Voice & Tone

Should COMPLEMENT one another.
Complement, not Compliment
Brand Voice

- Dependable
- Trustworthy
- Trendsetting
- Knowledgeable
- Helpful

Brand Tone

- Stoic
- Formal
- Snarky
- Inspiring
- Casual
Brand Voice & Tone

Fails

1. Financial advisor with a judgmental voice and a sarcastic tone
2. Sporting goods eCommerce store with a boring voice and business formal tone
3. Yoga studio with an uptight voice and a harsh tone.
Your **Brand Voice** and **Brand Tone** could very well be YOU!
Be consistent.
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