



# Tone of voice development

Give your copy personality and consistency across all comms





Sticky is a creative content agency of curious, challenging minds for inquisitive brands who want to connect with their ever-changing audience.

We're a team of editors, strategists, creatives and data scientists – the thinkers, the doers, the challengers. And we're unique, in being part of PA Media Group and a trusted network of content specialists that no other agency can match.

## Working with Sticky

We define tone of voice as 'how a brand would sound if it was a person. We've helped a number of brands develop their own strong tone of voice, including Esure, Compare the Market, Royal British Legion, the World Intellectual Property Organization and Best Western GB.

## What challenges can a strong tone of voice help with?

A distinctive tone of voice can help you:

- Stand out in the marketplace
- Build affinity with customers
- Make messages land more clearly, effectively and impactfully

It also helps in terms of the content creation process by:

- Ensuring consistency – so no matter who is writing your copy it sounds like 'you'
- Making life easier for writers – they have clear instructions to work to
- Providing a benchmark for what 'good' copy looks like, making the sign-off process easier for reviewers

## Our process

We have a tried and trusted process for helping brands develop a strong tone of voice:

### Stage 1

#### Survey of key stakeholders

Following a kick-off call, we'll set up an online survey to find out what people think is working or not working well in their current comms, brands with voices they admire, which words they think best describe the tone of voice they'd like to achieve, what type of language feels appropriate and more.

### Stage 2

Workshop with key stakeholders to start developing the new tonal values. This includes playing back the findings of the survey.

### Stage 3

Delivery of tonal values and practical tone of voice guidelines. Guidelines will include definitions of values, and dos and don'ts with examples for different platforms.

### Stage 4

We can add an extra stage, training internal teams in using the new tone of voice.

## Costs

TOV development: **From £7,999** + VAT

The above costs relate to our recommended end-to-end process, however, we can come in at any stage of TOV development and application. For example, we can help evolve or update existing tonal values or train people in how to use them. Get in touch to discuss your needs and receive a bespoke quote.

## Interested?

To find out more about working with Sticky, get in touch:

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Want to know more about Sticky?



## What our clients say

“As opposed to just telling us what to do to reach our new targeted audiences, the approach taken by Sticky was to make us realise and understand by ourselves the painpoints related to the way we communicated on our website and how to fill those gaps by helping us determine the new tone of voice we wanted to move forward with.”

**World Intellectual Property Organization**

