

A GREAT TONE OF VOICE MEANS MORE THAN WORDS



BRAND TONE OF VOICE

Our tone of voice must work hard as an integral part of our branding. From sales collateral and customer promotions to tweets or product labels, every context should be considered. At your discretion, dial up the appropriate level of campaignable or commercial bias depending on its role and intended response, but stay within the guidelines.

Uncompromising / by nature

This is the distinctive, campaignable and seductive side of our voice. It's rich in language that's highly evocative and thoughtfully penned. We frequently reference our organic and uncompromising approach to our craft, as well as our discerning obsession with quality and appearance, this underpins what we stand for. It's essential that we showcase our intelligent, articulate and appealing character.

Unmistakable / by design

This is our commercially astute side that – above all – pays homage to the commitment that has gone into our products. This is essential if resellers are to appreciate the value of stocking and promoting Luscombe, and customers are to experience the fruit of our labours. Our professionalism makes us a valued producer and respected supplier.



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Our brand tone will be put to work on everything from sales collateral to customer promotions. Use discretion to dial up the appropriate level of campaignable or commercial bias, dependent on its role and intended response.

To maintain a consistent writing style, here are a few tips to guide you:

Use everyday **conversational** language

Reflect our alluring, **seductive** tone sparingly

Understated is often most powerful

Keep it **concise**

Share our **confidence** in the product

Touch on **provenance** frequently

Talk **taste**

Be the **expert** when it's called for

Be proud of our **Devon heritage**

Be a little **mischievous** and playful - even seductive.

The following page puts these pointers into practice, with examples for different audiences.



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Principles in practice, with examples that demonstrate how our brand tone communicates with different audiences.

Advertising: This is where we can dial up the drama, obsession and seductive nature of the campaign. Tonally, we must establish an appealing and distinctive dialogue to capture the imagination of our target audience.

Examples:

It's in our nature.

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Temptation, bottled.

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Our craft, perfected. Our taste, impeccable. Drink it in.

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We have perfection down to an art.

Web: Plenty of personality and character poured into the brand presenting itself to consumers. Peppered with proof points but not laboured - an effortless conversation.

Examples:

People say we're obsessed with flavour.

We're glad they've noticed.

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Obsession that drives us to pick only the finest apples from our 1000-year-old orchards, once they've ripened under the Devon sunshine.

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"It's all about the taste".

Gabriel David, founder of Luscombe.

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There's no compromise in our craft: only a passionate commitment to producing the very best products from the very best organic ingredients.

Trade: Our sales materials have a real job to do. Here we should converse in compelling facts that reflect the brand's confidence, expertise and experience. Thinking about the audience, our tone should be reassuringly professional and our choice of language less evocative.

Examples:

Our awards speak for themselves.

58 Great Taste awards, and counting.

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Stocked by some of the best independent bars and restaurants across the UK.

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Organically certified and accredited by the Soil Association, you won't find additives, synthetics or concentrates in any of our drinks.



BRAND TONE OF VOICE

Rules of thumb. To make sure we're representing the Luscombe brand clearly and accurately, remember a few specifics while crafting copy (these specifics are a starting point and will be added to as the brand tone develops):

- Focus on our English heritage, rather than specifically referencing Devon – this is particularly important for our international audience.
- Luscombe is for everyone, so avoid specifically referencing Luscombe as a children's soft drink.
- Always celebrate the organic nature of our products.
- We're much more than an alcohol alternative, so we shouldn't reference ourselves as one. We need to make room for future ranges, such as mixers and tonics.

