

How we...nailed our tone of voice

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Brand focus





Brand audit



Voice challenges

- What we want: clarity, character, consistency
- What we have: we don't know
- What we know: copy / language is a minefield



Starting points

- What voice(s) do World Vision UK have now?
- What would be the basis of a unified tone of voice?
- Opportunities to be distinctive?
- What is the right tone of voice for World Vision UK?
- How do we get everyone using it?





Sarah Fitzgerald

@SarahatSelf

Client **#toneofvoice** audit too big a task for my office, so have commandeered living room carpet **#gonnaneedabiggerboat**



2:40 PM - 5 Feb 2015



An integrated approach

Process

- Involving a range of staff
- Creating space for everyone to have a say
- Working hard to find what's held in common
- Revealing shared concerns



An integrated approach

A set of tone of voice principles that would be

- Revealing
- Consistent
- Distinctive
- Flexible
- Easy to work with



| Before | After |
|---|---|
| <p>Your sponsorship has helped to achieve so much in Hurungwe. The following are a few highlights, showing how you have helped to make a real difference to the lives of children and families living here.</p> | <p>You've helped us achieve so much in Hurungwe. I'd love to share some highlights that show how you've brought real hope and a lasting difference to the lives of children and families living here.</p> |



An integrated approach

Rolling out



What happened when the experts left?

- Training – same but different
- Follow-up sessions to embed
- Copy buddies and champions
- KPIs



5 Top tips

- Call in the experts
- Conduct a thorough audit of your comms
- Get staff involved (integrated approach)
- Steer clear of the single word descriptor
- Use specific and relevant examples in your training



