

TOE OF VOICE

Client: Avjou

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DISCOVERY PROCESS

The Primary, Secondary, and Supporting archetypes for Avjou were determined by combining the results of the intake questionnaire with the output of a visual heat map based on 60 core 'feeling tones,' which are extrapolated from the 12 classic Jungian archetypes. The heat map illuminates how varying elements of Avjou's persona create depth, dimension, and specificity - as well as how the customer's needs initiate and propel the process.

Areas of concentration in **Purple** are core elements of the brand's persona, while elements in **Red** are secondary traits, and areas in **Green** are supporting elements that are more latent in nature but still important to the overall TOV. In real-world situations, different elements and traits of the brand's persona may take a front- or back-seat depending on immediate needs. Whether Primary, Secondary, or Supporting, all marked archetypes are part of the brand's toolkit to enable better communication.

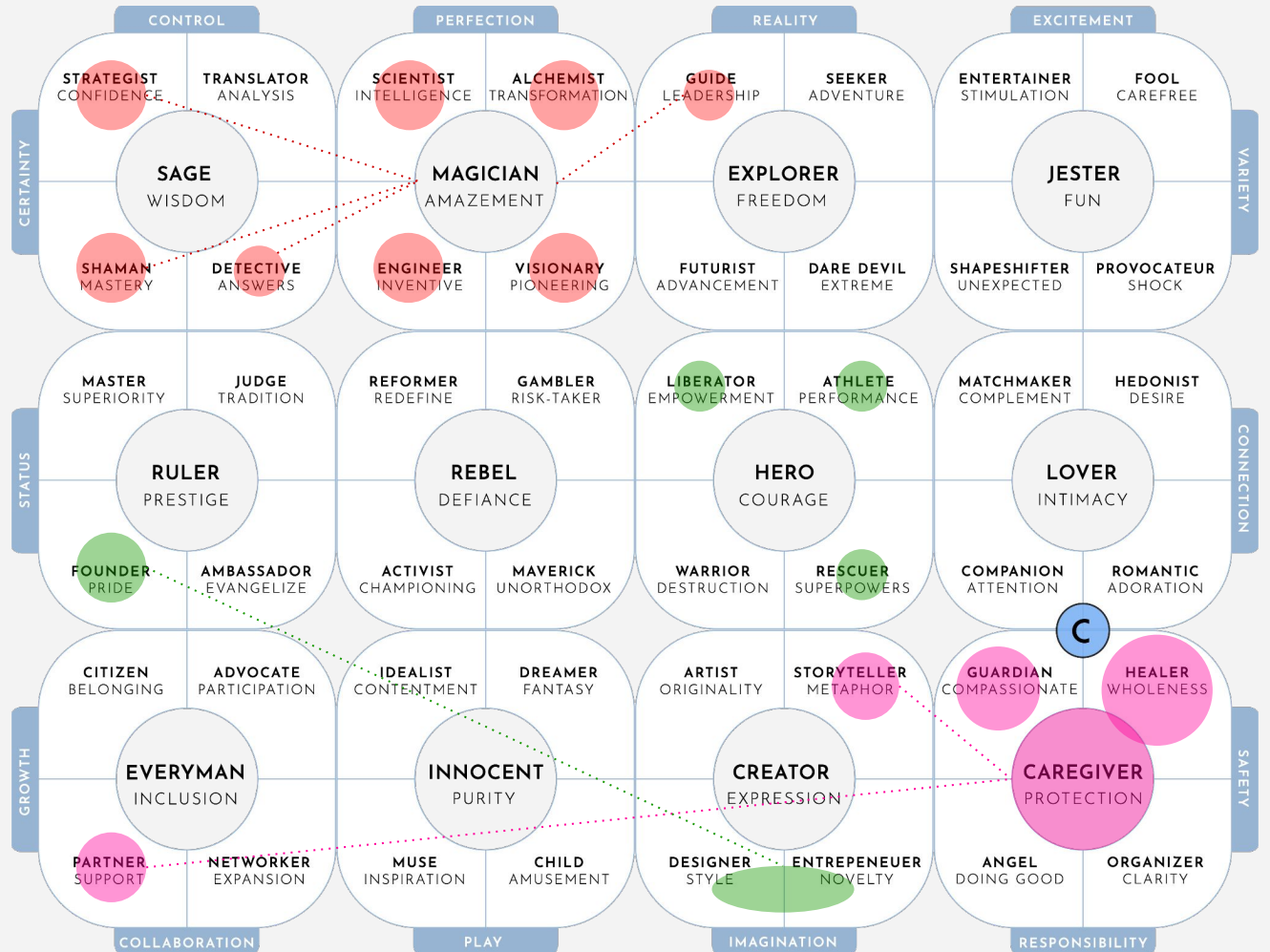
Connections in dashed lines showcase juxtapositions that create a more realistic and nuanced persona for the brand, or the interconnectedness of seemingly disparate feeling tones and how they may guide the customer through their relationship with the brand.

The proximity of where the client's journey begins to the Primary Archetype highlights the brand's most powerful Attraction tool, whereas their journey through the brand's Secondary and Supporting archetypes is what will keep them coming back, acting as relationship-building retention tools.

The customer's emotional journey with Avjou travels from a place of concern and shame to a place of empowerment and joy thanks to Avjou's nuanced and carefully crafted persona.

ARCHETYPE HEAT MAP

- **PRIMARY**
The Caregiver
- **SECONDARY**
The Magician
- **SUPPORTING**
Hero/Creator
- Connections to neighboring or distant but complementary traits.
- Primary Client Entry due to emotional response and market differentiator.



BRAND ARCHETYPE

PRIMARY: The Caregiver

Avjou's primary archetype is **The Caregiver**, reflecting the brand's deep commitment to compassion, wholeness, healing, and nurturing. This archetype embodies the essence of Avjou's mission to provide natural and safe solutions for hair rejuvenation. Through its focus on careful and responsible practices and ingredients, Avjou seeks to foster a sense of well-being and trust among its users. The Caregiver's nurturing capacities resonate with the brand's desire to support and guide individuals on their journey to **restored confidence** and **beauty**.

The Magician serves as Avjou's secondary archetype, capturing the brand's intelligence, transformative properties, inventiveness, visionary pioneering traits, and confidence in its offerings. This archetype aligns with Avjou's **innovative approach** to hair care, emphasizing the brand's ability to create clinically-proven solutions. The Magician's inventiveness reflects Avjou's commitment to pushing boundaries and leading the way in natural, effective hair rejuvenation. It's a symbol of the brand's confidence in its products and its promise to turn visions and dreams into reality.

SECONDARY: The Magician

SUPPORTING: Hero/Creator

Avjou's supporting archetypes are a blend of the **Hero** and **Creator**, each contributing unique facets to the brand's identity:

The Hero emphasizes **empowerment, performance**, and rescuer traits. It aligns with Avjou's mission to empower users to overcome challenges related to hair loss and premature greying, providing them with the tools and support to regain control of their bodies.

The Creator focuses on **style** and entrepreneurship, reflecting Avjou's attention to aesthetic detail, innovative formulation, and artistic expression. The Creator's entrepreneurial spirit resonates with Avjou's pioneering approach and commitment to offering novel solutions.

Together, these archetypes form a rich and cohesive narrative that encapsulates Avjou's values, mission, and **unique positioning** in the market. The Caregiver's compassion and healing, combined with the Magician's transformative intelligence, supported by the empowering Hero and stylish Creator, create a compelling brand story. This blend of archetypes provides a solid foundation for crafting unique messaging, a strong visual identity, and thoughtful customer interactions that will resonate with Avjou's target audience.

BRAND TRAITS

NURTURING

INNOVATIVE

CONFIDENT

KNOWLEDGEABLE

ADVENTUROUS

BRAND TRAIT

NURTURING

Importance: Nurturing is at the core of Avjou's brand, reflecting its commitment to providing compassionate, healing, healthy, and safe solutions for hair rejuvenation. It's about creating a supportive environment where customers feel seen, cared for and understood.

Archetypal Alignment: This trait aligns perfectly with the Caregiver archetype, emphasizing compassion, protection, and healing. It also resonates with the Hero's empowerment and rescuer traits, providing support and encouragement.

Practicality: Nurturing is expressed through attentive customer service, educational content, community engagement, and product formulations that prioritize health and well-being.

BRAND TRAIT

INNOVATIVE

Importance: Innovation drives Avjou's approach to hair care, reflecting its commitment to pioneering new solutions, pushing boundaries, and leading the way in natural, effective hair rejuvenation.

Archetypal Alignment: This trait aligns with the Magician's inventiveness and visionary pioneering traits, as well as the Creator's focus on novelty and entrepreneurship. Together, they capture Avjou's transformative and inventive spirit.

Practicality: Innovation may be manifested in sharing Avjou's research and development efforts, cutting-edge formulations, unique packaging, and forward-thinking marketing strategies.



BRAND TRAIT

CONFIDENT

Importance: Confidence embodies Avjou's belief in its products and mission. It's about projecting assurance, empowering customers, and standing strong as a leader in the field.

Archetypal Alignment: This trait resonates with the Magician's confidence and transformative properties, as well as the Hero's empowerment and performance traits. It reflects Avjou's ability to inspire trust and belief in its vision.

Practicality: Confidence is expressed through bold messaging, strong visual identity, authoritative content, and unwavering commitment to quality and results.



BRAND TRAIT

KNOWLEDGEABLE

Importance: Knowledge is key to Avjou's brand, reflecting its expertise, wisdom, and commitment to educating customers about healthy hair care solutions.

Archetypal Alignment: This trait aligns with the Magician's intelligence and visionary traits, reflecting Avjou's deep understanding of its field. It also resonates with the Caregiver's focus on responsible care and guidance.

Practicality: Knowledge is demonstrated through educational content, transparent communication, expert endorsements, and evidence-based marketing efforts and packaging claims.



BRAND TRAIT

ADVENTUROUS

Importance: Adventurousness reflects Avjou's willingness to explore new horizons, take risks, and embrace novel approaches to hair care.

Archetypal Alignment: This trait aligns with the Creator's novelty and entrepreneurship, as well as the Hero's performance and courage. It captures Avjou's pioneering spirit and commitment to pushing boundaries.

Practicality: Adventurousness is expressed through innovative product launches, creative marketing campaigns, collaborations with like-minded brands, and a willingness to challenge conventional wisdom of what the products can do, and what non-tangible results they can provide.

TRAIT/MODE MATRIX

BRAND TRAITS

| | CASUAL | FORMAL | CELEBRATION | CRISIS |
|---------------|--|--|---|---|
| NURTURING | Engage with customers in a friendly and caring manner, offering support and guidance. | Emphasize the brand's commitment to well-being and safety in official communications. | Highlight the positive impact of products and the brand's care for the community. | Show empathy and understanding, providing reassurance and support during challenging times. |
| INNOVATIVE | Share insights into new product developments or creative marketing initiatives in an informal setting. | Present the brand's unique positioning and novel solutions in a professional and authoritative manner. | Celebrate the brand's new discoveries and achievements in innovation. | Focus on addressing the immediate concerns rather than highlighting innovation. |
| CONFIDENT | Express assurance in the quality and effectiveness of products in everyday interactions. | Convey confidence in the brand's leadership and expertise. | Celebrate success stories and the positive impact on users' confidence. | Project confidence in the brand's ability to navigate challenges and provide solutions. |
| KNOWLEDGEABLE | Share educational content and insights in a relatable and accessible way. | Emphasize the brand's expertise and authority in official communications and presentations. | Highlight the science and knowledge behind the brand's success and achievements. | Provide clear and informed communication, addressing concerns with expertise. |
| ADVENTUROUS | Share stories of new product exploration, new markets, or collaborations. | Focus on established credentials and proven solutions rather than adventurous pursuits. | Celebrate explorations and achievements in uncharted territory. | Focus on stability and reassurance rather than adventurous exploration. |

This table provides a framework for how your brand's character traits can be applied across different communication scenarios, ensuring that the brand's voice remains consistent and resonant while adapting to various contexts and needs. It helps guide the tone, content, and focus of public communication, reflecting the brand's identity, values, and goals. Avoid areas in red.

COMPARABLES



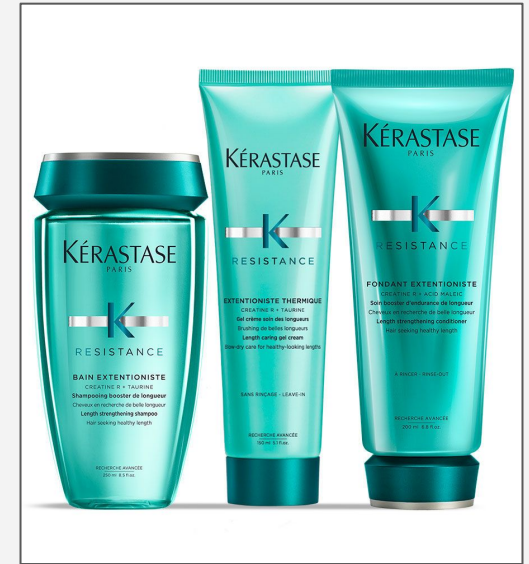
Aveda

Aveda emphasizes natural ingredients and ethical practices, aligning with the Caregiver archetype's focus on compassion and healing. Their commitment to environmental responsibility and holistic well-being resonates with Avjou's nurturing approach.



Living Proof

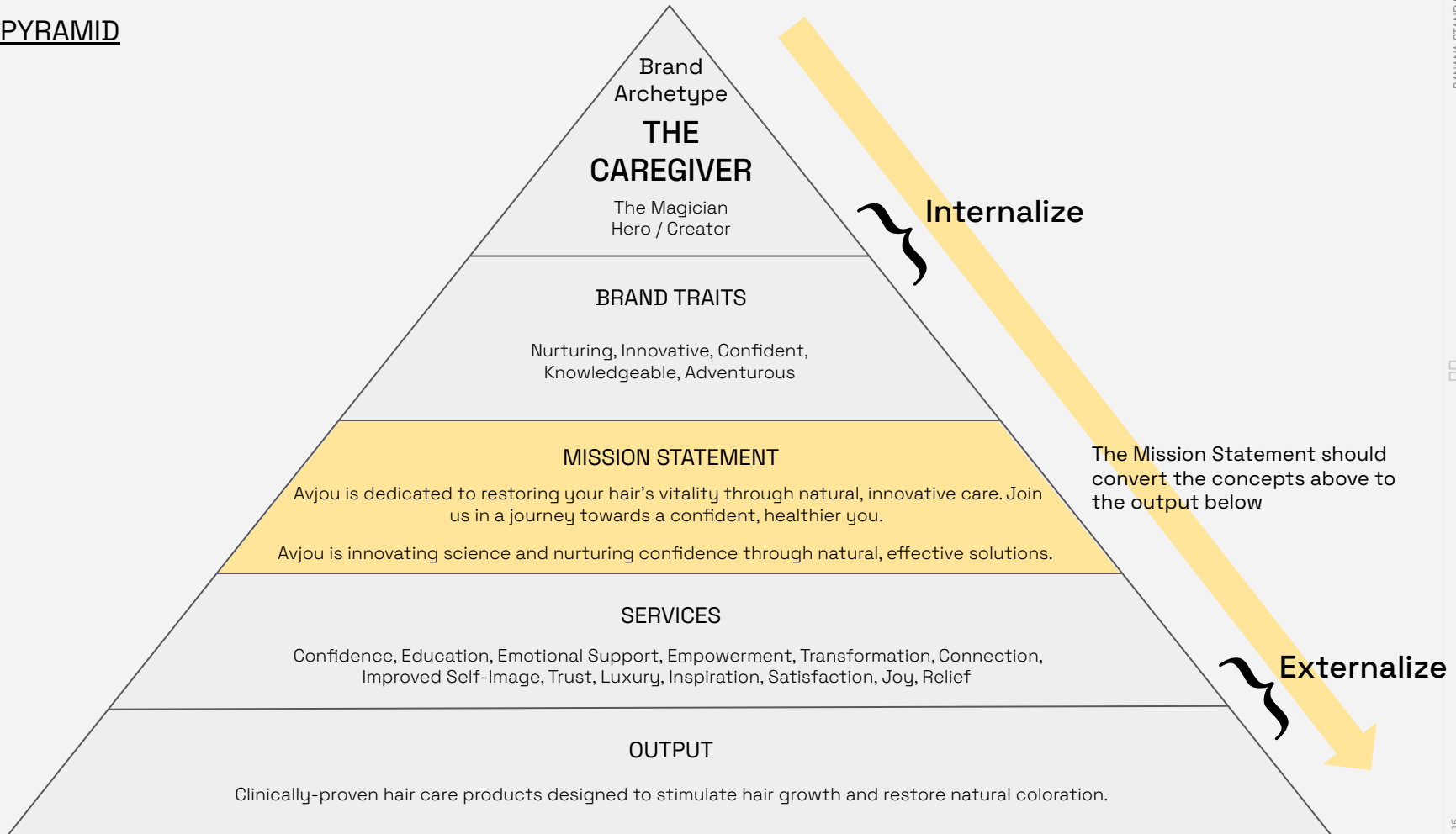
Living Proof's innovative approach to hair care, driven by science and technology, mirrors Avjou's Magician archetype, emphasizing transformative properties and inventiveness. Their dedication to creating effective, scientifically-backed solutions aligns with Avjou's brand traits.



Kérastase

Kérastase blend of luxury, cutting-edge formulations reflects elements of Avjou's Magician and Creator archetypes. Their focus on style and pioneering hair care solutions resonates with Avjou's emphasis on inventiveness, visionary traits, and attention to aesthetic detail.

TOV PYRAMID



POSITIONING CONCEPTS

To reinforce Avjou's position in the marketplace as a high-performing, natural, safe and effective product, a number of strategies may be employed which will highlight the brand's core values and traits in tangible and relatable ways.

+ Natural Revolution

Avjou positions itself as the natural path to hair revival, focusing on rejuvenation without harmful chemicals. This concept emphasizes the brand's commitment to ethical, healthy solutions that align with the modern consumer's desire for purity and authenticity. It's on-brand because it encapsulates Avjou's core values of natural healing, innovation, and compassionate care.

+ Empowerment Through Beauty

This positioning concept centers on empowering individuals to regain control over their appearance and self-image. By offering products that address premature hair loss and greying, Avjou helps users feel confident and beautiful again. It's on-brand as it resonates with Avjou's mission to boost self-assurance and provide transformative, age-defying solutions.

+ Innovation Meets Elegance

Avjou combines cutting-edge scientific research with luxurious, sophisticated design. This positioning emphasizes the brand's unique blend of innovation and style, appealing to consumers seeking both effectiveness and elegance. It's on-brand because it reflects Avjou's commitment to quality, pioneering spirit, and attention to aesthetic detail.

+ Avjou's Commitment To You ... and The World

Avjou positions itself as the ethical choice in hair care, contributing to charitable causes and avoiding harmful ingredients. This concept appeals to socially conscious consumers and reinforces the brand's integrity. It's on-brand because it highlights Avjou's dedication to social responsibility, health, and transparency, resonating with the brand's core ethos.

BRAND VOCABULARY

The following 45 words are all on-brand and can be used freely throughout any copywriting tasks. The brand can and should supplement these words with their own comfortable and/or frequently-used phrases and terms. These suggested vocab words are meant to help kick-start content creation if or when stuck or unsure of how to express something from the brand's voice.

Age-defying

Harmonious

Radiant

Bold

Healing

Rejuvenating

Caring

Healthy

Refined

Compassionate

Heroic

Resilient

Confident

Inspiring

Responsible

Courageous

Innovative

Revitalizing

Cultured

Knowledgeable

Scientific

Effective

Luxurious

Sophisticated

Empowering

Mindful

Supportive

Ethical

Natural

Thriving

Expertise

Nourishing

Timeless

Fearless

Passionate

Transformative

Fresh

Pioneering

Trustworthy

Gentle

Premium

Unique

Groundbreaking

Quality

Vibrant

COPYWRITING EXERCISE

On the following slides, we will speak about your brand in your new Tone Of Voice, utilizing your brand vocabulary. To utilize your vocabulary, simply start talking, and pull words from the vocab list in a 'Mad Lib' style to complete your sentences and thoughts. You'll quickly discover how natural and easy it is to speak your brand's TOV by keeping the brand's traits in mind while pulling from a curated list of words and phrases.

EXAMPLE ONE: Announce a new product being added to the existing line.

EXAMPLE TWO: Share a customer's journey with the product.

EXAMPLE THREE: Respond to a social media comment where someone complains about the price of the product.

EXAMPLE ONE

Announce a new product being added to the existing line.

BRAND VOCABULARY

Age-defying

Bold

Caring

Compassionate

Confident

Courageous

Cultured

Effective

Empowering

Ethical

Expertise

Fearless

Fresh

Gentle

Groundbreaking

Harmonious

Healing

Healthy

Heroic

Inspiring

Innovative

Knowledgeable

Luxurious

Mindful

Natural

Nourishing

Passionate

Pioneering

Premium

Quality

Radiant

Rejuvenating

Refined

Resilient

Responsible

Revitalizing

Scientific

Sophisticated

Supportive

Thriving

Timeless

Transformative

Trustworthy

Unique

Vibrant

EXAMPLE TWO

Share a customer's journey with the product.

BRAND VOCABULARY

Age-defying

Bold

Caring

Compassionate

Confident

Courageous

Cultured

Effective

Empowering

Ethical

Expertise

Fearless

Fresh

Gentle

Groundbreaking

Harmonious

Healing

Healthy

Heroic

Inspiring

Innovative

Knowledgeable

Luxurious

Mindful

Natural

Nourishing

Passionate

Pioneering

Premium

Quality

Radiant

Rejuvenating

Refined

Resilient

Responsible

Revitalizing

Scientific

Sophisticated

Supportive

Thriving

Timeless

Transformative

Trustworthy

Unique

Vibrant

EXAMPLE THREE

Respond to a social media comment where someone complains about the price of the product.

BRAND VOCABULARY

Age-defying

Bold

Caring

Compassionate

Confident

Courageous

Cultured

Effective

Empowering

Ethical

Expertise

Fearless

Fresh

Gentle

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WHAT'S NEXT?

Please review the guide and submit any changes, comments or additions within 7 days of presentation. After any updates or edits are made, your TOV will be complete and ready to share internally, utilize to direct your Brand Identity needs, as on-boarding material for new hires, or as guide rails for social, web, and print copywriting tasks. It may also function as a source of creative inspiration and guidance whenever needed.

INTAKE ON JULY 31st 2023 BY MATT CHAIT
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