

TOV GUIDE

Client: Banshee

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In a city bustling with big ideas and even bigger egos, worlds collide when three men embark on an unexpected journey, each with their own story to tell. Dive into their wacky world, where quirk meets class, oddball charm meets top-tier talent, and where three dudes, as different as chalk, cheese, and chocolate, come together to make magic.

With skills that wow, humor that pops, and a bromance that makes the Bosom Buddies look like the Gallagher brothers, they're the unlikely trio that everyone's talking about.

So this winter when you're looking for a story that offers more than just a happy ending – grab a friend, buy \$14 bag of popcorn, and prepare for the blockbuster sensation that is ...

James
KAPNER

Adam
MAKOWKA

Nike
CHIAVETTA

in

Three Men
and a
Bambler



A BANANA STAND INC. PRODUCTION, MODERATED BY MATT CHAIT, WRITTEN BY MATT CHAIT
GRAPHIC DESIGN BY MATT CHAIT, AI PROMPTING BY MATT CHAIT, CATERING BY MATT'S GIRLFRIEND
SOUNDTRACK BY WHATEVER LEO WAS PLAYING ON SPOTIFY THAT DAY AT SMALL GREEN DOOR

BUT SERIOUSLY

BRAND ARCHETYPE

PRIMARY: The Creator

Banshee's primary archetype is **The Creator**, reflecting the brand's deep commitment to originality, innovation, artistic expression, and collaboration. Through a focus on quality and communication, Banshee seeks to build trust, admiration, and lasting relationships with its clients. The Creator's inventive capacities resonate with the brand's desire to stand out in the world of TV, film, and commercials. It's understanding, empathetic, and emotionally-aware traits form the core of the brand: humanity and collaboration. Two of, if not *the* most important differentiating factors. This archetype might be more accurately presented as **The Creators**, plural, as the internal relationships within Banshee are every bit as important to the overall TOV as the relationships they build with clients.

The Magician serves as Banshee's secondary archetype, honing in on the brand's transformative properties, visionary attitude, and confidence in its abilities and offerings. This archetype aligns with Banshee's ability to bring abstract or underdeveloped client concepts to life through experience, advanced skill sets, and mastery of their craft. The Magician's inventiveness reflects the brand's commitment to pushing creative boundaries and leading the way in the entertainment industry.

SECONDARY: The Magician

SUPPORTING: Explorer/Jester

Banshee's supporting archetypes are a blend of the Explorer and Jester, each contributing unique facets to the brand's identity:

The Explorer emphasizes the brand's flexibility, adaptability, and willingness to learn and understand new technology, concepts, cultural differences, and techniques. It also aligns with the brand's leadership qualities, demonstrated while guiding clients through the creative process. The Explorer supports Banshee's mission to produce content that reaches and resonates with global audiences, providing clients with a diverse range of creative solutions.

The Jester focuses on fun, unique work, reflecting Banshee's playful and unconventional approach to content creation. The Jester's entertaining spirit resonates with Banshee's ethos of producing memorable content, always keeping things fresh and unexpected.

Together, these archetypes form a rich and cohesive narrative that encapsulates Banshee's values, mission, and unique positioning in the market. The Creator's originality and collaboration, combined with the Magician's transformative abilities, supported by the adventurous Explorer and playful Jester, create a compelling brand story.

ARCHETYPE HEAT MAP

The Primary, Secondary, and Supporting archetypes for Banshee can also be plotted on 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 Banshee’s persona create depth, dimension, and specificity - as well as how the clients’ 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.

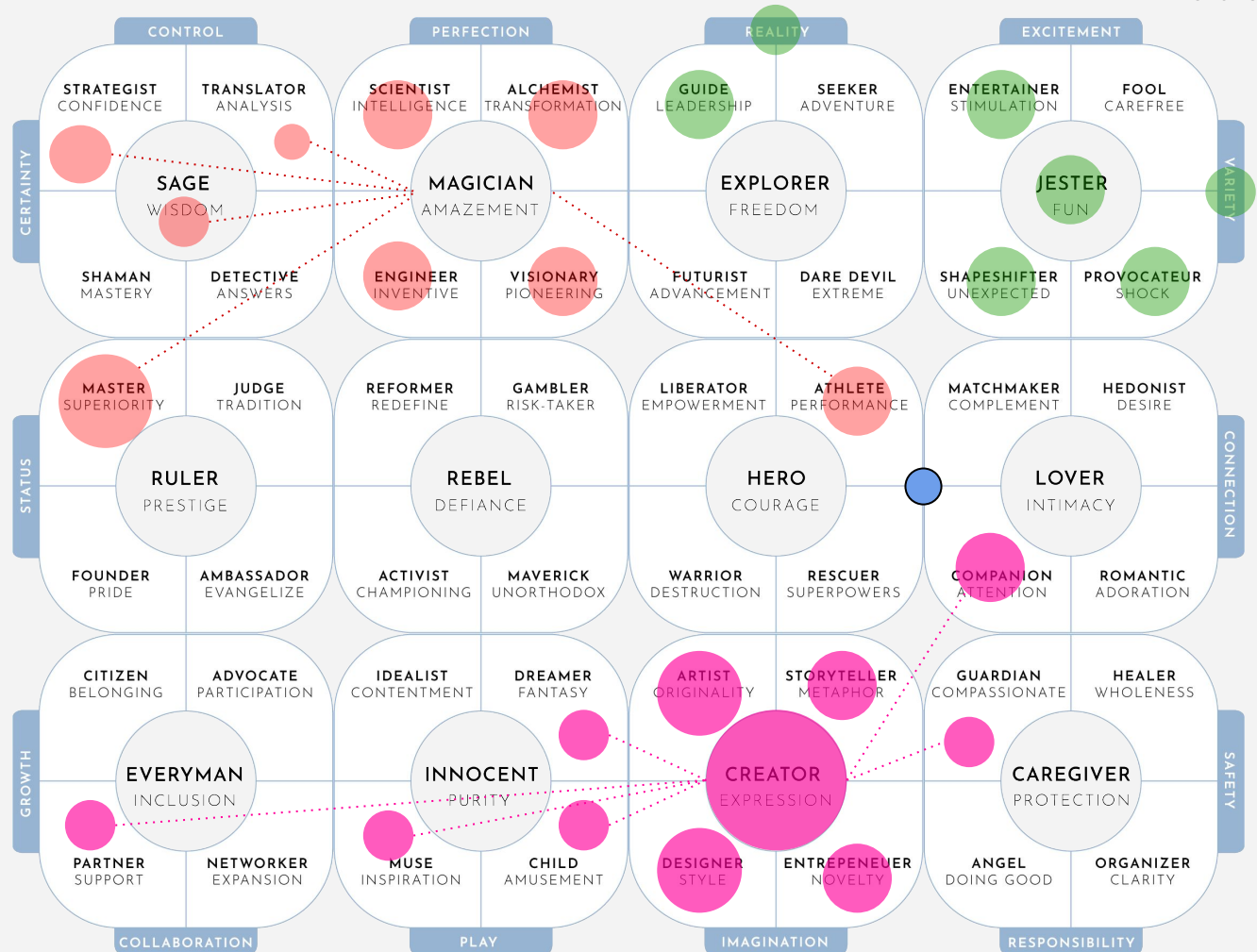
How and when to use these elements will be further explored in the Brand Trait Matrix section later in this guide.

The proximity of where the clients’ 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.

Banshee’s clients embark on an odyssey from mere ideas (*or lack thereof*) to completed creative content, guided by the secret sauce; a blend of creativity, camaraderie, communication, and technical mastery. The following heatmap shows how the clients’ journey aligns with Banshee’s Tone Of Voice, brand persona, and traits.

ARCHETYPE HEAT MAP

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



BRAND TRAITS

ORIGINALITY

QUALITY

COMMUNICATION

FLEXIBILITY

HUMANITY



BRAND TRAIT

ORIGINALITY

Importance: Banshee needs to ensure that the brand and its clients always remain ahead of the curve. This trait might manifest itself in the form of language, visuals, concepts, or even timing or placement. Originality supersedes all other creative traits when it comes to decision-making and concepting.

Archetypal Alignment: Originality aligns with the Creator archetype, emphasizing Banshee's innate ability to innovate and bring new visions to life in unique, original ways.

Practicality: Every project undertaken is approached with a fresh perspective, ensuring unique solutions tailored to each client's needs. Nothing rehashed, recycled or repeated.

BRAND TRAIT

QUALITY

Importance: Quality solidifies Banshee's reputation as a top-tier agency, ensuring client satisfaction, return business, and hopefully ... accolades from peers. Based on the desired price-point of Banshee's services, this trait can never be skipped, skimmed on, or ignored.

Archetypal Alignment: Quality resonates with the Ruler archetype, reflecting Banshee's commitment to excellence and leadership in the industry.

Practicality: From pre- to post-production and at every step in between, meticulous attention to detail and a commitment to excellence should be maintained, ensuring that the final output is always of the highest objective caliber.

BRAND TRAIT

COMMUNICATION

Importance: Clear communication ensures that client visions are accurately realized while building positive and active rapport between Banshee and its clientele. In addition, regular, thorough, open internal communication keeps Banshee's *partners* aligned at all times, providing a feeling of confidence and professionalism to the client.

Archetypal Alignment: Communication aligns with the Sage archetype as well as elements of the Everyman/partner feeling tones, highlighting Banshee's commitment to sharing knowledge and ideas, both internally and externally.

Practicality: Open channels of communication are maintained at all stages of a project, ensuring that feedback is promptly addressed and that clients and partners are always in the loop.



BRAND TRAIT

FLEXIBILITY

Importance: Flexibility allows Banshee to adapt to changing client needs and industry trends, ensuring continued relevance and success. The brand differentiator of being run by three distinct personalities becomes a powerful asset, leaving no blind-spots in the creative process.

Archetypal Alignment: Flexibility resonates with the Jester/shapeshifter feeling tone, demonstrating Banshee's ability to evolve and adapt as new challenges arise.

Practicality: Banshee's dynamic approach ensures that it can pivot strategies and styles when needed, embracing change and providing optimal outcomes for clients regardless of the ask.



BRAND TRAIT

HUMANITY

Importance: Banshee should always lead and maintain a warm, relatable personality, building genuine connections and affinity with clients and audiences alike. Humility, humor, creativity, and raw authenticity outline the brand’s ‘humanity.’

Archetypal Alignment: Humanity aligns with the Lover/companion and Caregiver/guardian feeling tones, reflecting Banshee’s nature and commitment in connecting with their partners while demonstrating their own bold personality in all that they do.

Practicality: Beyond the professional facade, Banshee prioritizes genuine human connections in all communication and outreach, ensuring that clients feel valued, understood, and cared for at every touchpoint. This will not only lead to better retention, but likely to future referrals as well, as humanity is a major brand differentiator in Banshee’s industry.

TRAIT/MODE MATRIX

	CASUAL	FORMAL	CELEBRATION	CRISIS
ORIGINALITY	Embrace fresh ideas and unique perspectives. Let it all hang out.	Maintain professionalism, relying more on innovative concepts than ideas that are too far outside of the box.	Celebrate with distinctive flair and creativity at every opportunity. This is the time to show what you can do.	Prioritize clarity, directness, truth and stability over novelty.
QUALITY	Ensure content is polished, even in informal settings. Maintain Banshee's high standards at all times.	Uphold the highest standards of quality in formal copy, as it's a direct reflection of Banshee's professionalism.	Celebratory content should be of top-notch quality, showcasing Banshee's best of the best.	In times of crisis, quality and class reassures and builds trust.
COMMUNICATION	Messaging should be clear and relatable. Invite conversation, stay engaged, friendly, and open.	Convey information with precision and clarity, avoiding ambiguity.	Celebrate achievements with clear, uplifting, unbridled joy, charm, gratitude, and warmth.	Be transparent and direct, providing necessary and relevant information as quickly as possible.
FLEXIBILITY	Readily and happily adapt to new cultural and social settings, showing Banshee's versatility.	Stick to established protocols and guidelines when in doubt. This is not the time to take risks.	Be flexible and creative in how you celebrate, but always maintain brand consistency to capture the spotlight.	Provide creative but functional solutions to problems with possible.
HUMANITY	Be warm, personable, and generous with your time and ideas. Embrace flaws, unique traits, and personalities.	Maintain professionalism while showing curiosity, personality, and a desire to connect with others.	Celebrate with genuine emotion, connecting with the audience and their emotions.	Offer support and understanding, but avoid being overly emotional.

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.

COMPARABLES

Leica

Leica's dedication to quality and artistry is unparalleled, producing cameras that capture moments with unmatched clarity. Their brand narrative often leans into the Storyteller, emphasizing the stories behind every photograph and the art of seeing.



Liquid Death

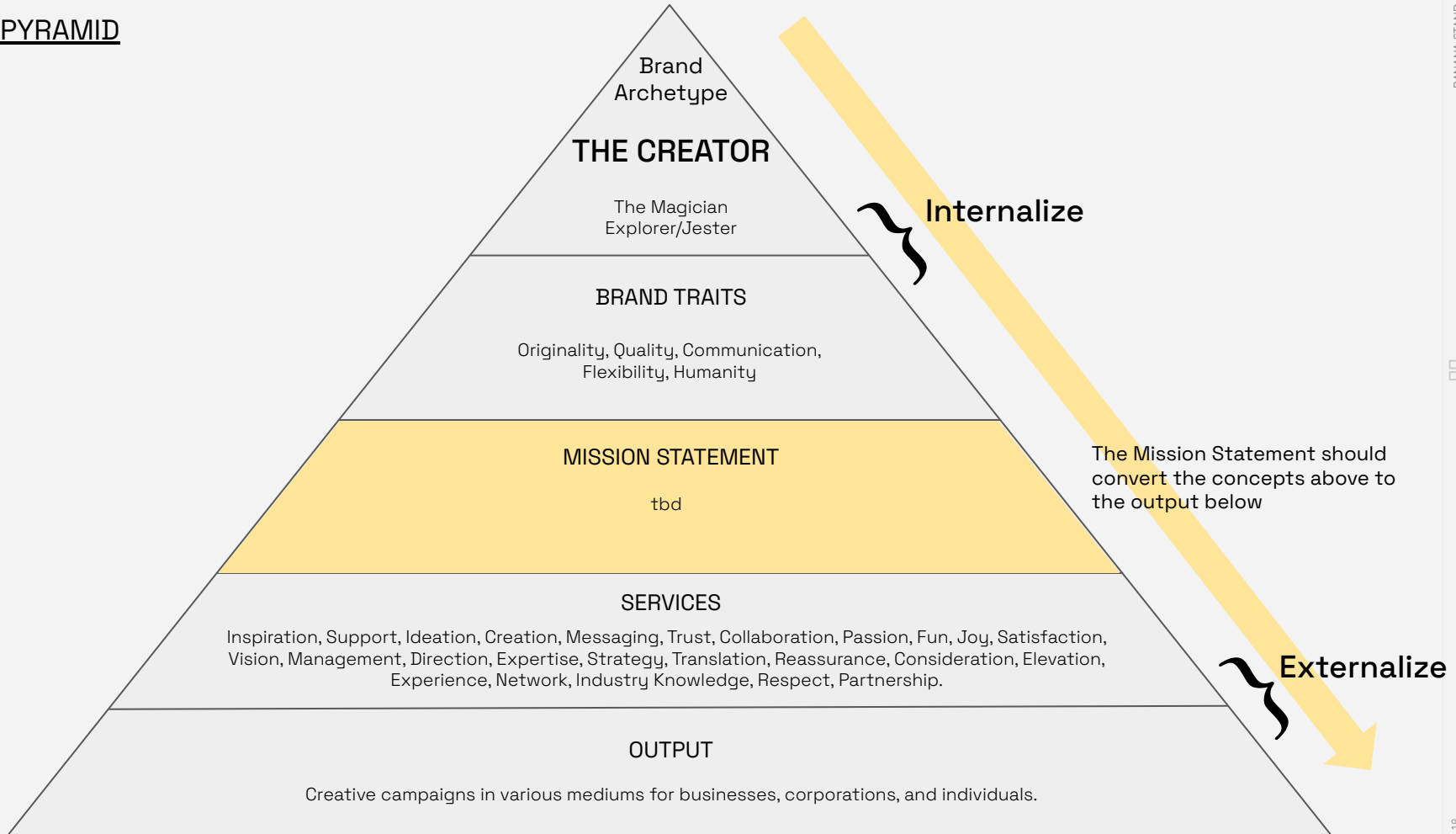
Liquid Death embodies the provocateur subset of the Jester. With a bold name and edgy branding, they've turned the mundane act of drinking water into a rebellious act. Their humorous, offbeat marketing campaigns align with Banshee's desire to bring a fun and unique perspective to their projects.



A24 Films

A24 resonates with the Storyteller subset of the Creator. Known for producing and distributing unique, often avant-garde films that prioritize Originality and Quality, their dedication to nurturing distinctive voices and unconventional narratives mirrors Banshee's commitment to innovative storytelling and content creation.

TOV PYRAMID



POSITIONING CONCEPTS

To reinforce Banshee's position in the marketplace, a number of strategies may be employed which will highlight the brand's core values and traits in tangible and relatable ways. The following are ideas to demonstrate how your new Tone Of Voice and traits may be used to best represent the brand.

+ Reel to Real

Cinematic sorcery with tangible outcomes. Showcase Banshee's flexibility by merging the magic of film with the practicality of effective advertising, transforming one to the other, and vice versa. This concept shows Banshee's dedication to storytelling, its promise of quality deliverables, its knowledge and love of pop culture history.

+ Once Upon a Prime Time

Banshee's work puts the client in the spotlight. Sharing client success stories demonstrates Banshee's ability to create content that stands out in a saturated market while also showcasing the brand's expertise and drive to be the best in the industry. Are you ready for Prime Time? Banshee is.

+ Red Carpet Ready

Banshee doesn't just create content; it premieres masterpieces. Showcase Banshee's red-carpet-quality by highlighting its commitment to delivering top-notch results *every time*. Even the smallest projects are treated as big-budget blockbusters, making each client feel seen, heard, elevated and presented to the world in the best possible light.

+ Get you a Banshee that can do both

Banshee crafts narratives that not only captivate – but convert. Showcase Banshee's knack for creating content that's both entertaining and high-grossing through its dual focus on artistry and actionable outcomes. Sharing success stories, stats, figures and reviews creates a long tail and demonstrable track record.

BRAND VOCABULARY

The following 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 tone of voice.

Acclaim	First	Narrative
Artistry	Finale	Network
Big-Picture	Flashback	Partners
Blockbuster	Focus	Scene-stealer
Captivating	Fusion	Showstopper
Cast	Guide	Silver screen
Catalyst	Huge	Spark
Cinephile	Innovator	Spectacle
Cinematic	Inspiration	Spotlight
Classic	Language	Story
Concept	Legacy	Strategy
Craft	Limelight	Tapestry
Crew	Loud	Team
Encore	Massive	Transform
Ensemble	Masterpiece	Translate
Epic	Memorable	Visionary
Exclusive	Monumental	Voice

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 the signing of a new client or project.

EXAMPLE TWO: Share the creative process behind a successful project - from concept to completion.

EXAMPLE THREE: Write a persuasive response to a potential client who is deciding between Banshee and a competitor.

EXAMPLE ONE

Announce the signing of a new client or project.

BRAND VOCABULARY

Acclaim

Artistry

Big-Picture

Blockbuster

Captivating

Cast

Catalyst

Cinephile

Cinematic

Classic

Concept

Craft

Crew

Encore

Ensemble

Epic

Exclusive

First

Finale

Flashback

Focus

Fusion

Guide

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Innovator

Inspiration

Language

Legacy

Limelight

Loud

Massive

Masterpiece

Memorable

Monumental

Narrative

Network

Partners

Scene-stealer

Showstopper

Silver screen

Spark

Spectacle

Spotlight

Story

Strategy

Tapestry

Team

Transform

Translate

Visionary

Voice

EXAMPLE TWO

Share the creative process behind a successful project - from concept to completion.

BRAND VOCABULARY

Acclaim

Artistry

Big-Picture

Blockbuster

Captivating

Cast

Catalyst

Cinephile

Cinematic

Classic

Concept

Craft

Crew

Encore

Ensemble

Epic

Exclusive

First

Finale

Flashback

Focus

Fusion

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Innovator

Inspiration

Language

Legacy

Limelight

Loud

Massive

Masterpiece

Memorable

Monumental

Narrative

Network

Partners

Scene-stealer

Showstopper

Silver screen

Spark

Spectacle

Spotlight

Story

Strategy

Tapestry

Team

Transform

Translate

Visionary

Voice

EXAMPLE THREE

Write a persuasive response to a potential client who is deciding between Banshee and a competitor.

BRAND VOCABULARY

Acclaim

Artistry

Big-Picture

Blockbuster

Captivating

Cast

Catalyst

Cinephile

Cinematic

Classic

Concept

Craft

Crew

Encore

Ensemble

Epic

Exclusive

First

Finale

Flashback

Focus

Fusion

Guide

Huge

Innovator

Inspiration

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Legacy

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Partners

Scene-stealer

Showstopper

Silver screen

Spark

Spectacle

Spotlight

Story

Strategy

Tapestry

Team

Transform

Translate

Visionary

Voice

WHAT'S NEXT?

Please review this TOV presentation 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.

Your completed guide will be delivered as a Google Slides presentation, as well as plain text version hosted on the Banana Stand website for ChatGPT reference and use.

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