

TONE OF VOICE

Client: Ecohesia

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BRAND ARCHETYPE

PRIMARY: The Caregiver

Ecohesia's primary archetype is **The Caregiver**, based on the brand's altruistic commitment to building and supporting personalized educational solutions. This position emphasizes Ecohesia's dedication to *understanding* and *addressing* the unique challenges faced by educators. The Caregiver's nurturing and supportive qualities resonate with the brand's goal to positively impact the educational sector while its compassionate, empathetic, and tailored approach forms the core of the brand, focusing on creating tools that seamlessly integrate into the user's daily workflow and professional life. **An additional element of sustainability adds depth and unexpected character to the voice while still staying true to the archetype and feeling tone concept.*

The Sage serves as Ecohesia's secondary archetype, accentuating the brand's *innovative, knowledgeable, forward-thinking* nature and its desire to share this knowledge with others for the betterment of all. This archetype reflects Ecohesia's capability to convert complex educational challenges into accessible, user-centric solutions through advanced technology and deep expertise and understanding. The Sage's insightful and perceptive qualities underscore the brand's commitment to being a guiding force in educational technology.

SECONDARY: The Sage

SUPPORTING: Creator / Explorer

Supporting Ecohesia's identity are the archetypes of the Explorer and Creator, each adding unique dimensions to the brand:

The Explorer showcases Ecohesia's innate flexibility in embracing new technologies and methodologies, aligning with the brand's mission of exploring new frontiers in education, constantly seeking innovative ways to optimize and integrate technology into teaching. The Explorer reinforces Ecohesia's vision to offer diverse, inclusive, and adaptive educational tools for all types of learners and users.

The Creator demonstrates Ecohesia's dedication to producing unique, tailored, and seamless solutions. It captures Ecohesia's creative and progressive approach to developing educational technology, focusing on providing novel, efficient, and reliable products.

Together, these archetypes create a comprehensive narrative that encapsulates Ecohesia's values, mission, and unique positioning in the market. The Caregiver's empathy and support, combined with the Sage's innovation, bolstered by the adventurous Explorer and free-thinking Creator, craft a compelling brand story, deeply ingrained in transforming and enhancing the educational experience.

ARCHETYPE HEAT MAP

The Primary, Secondary, and Supporting archetypes for Ecohesia 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 Ecohesia’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.

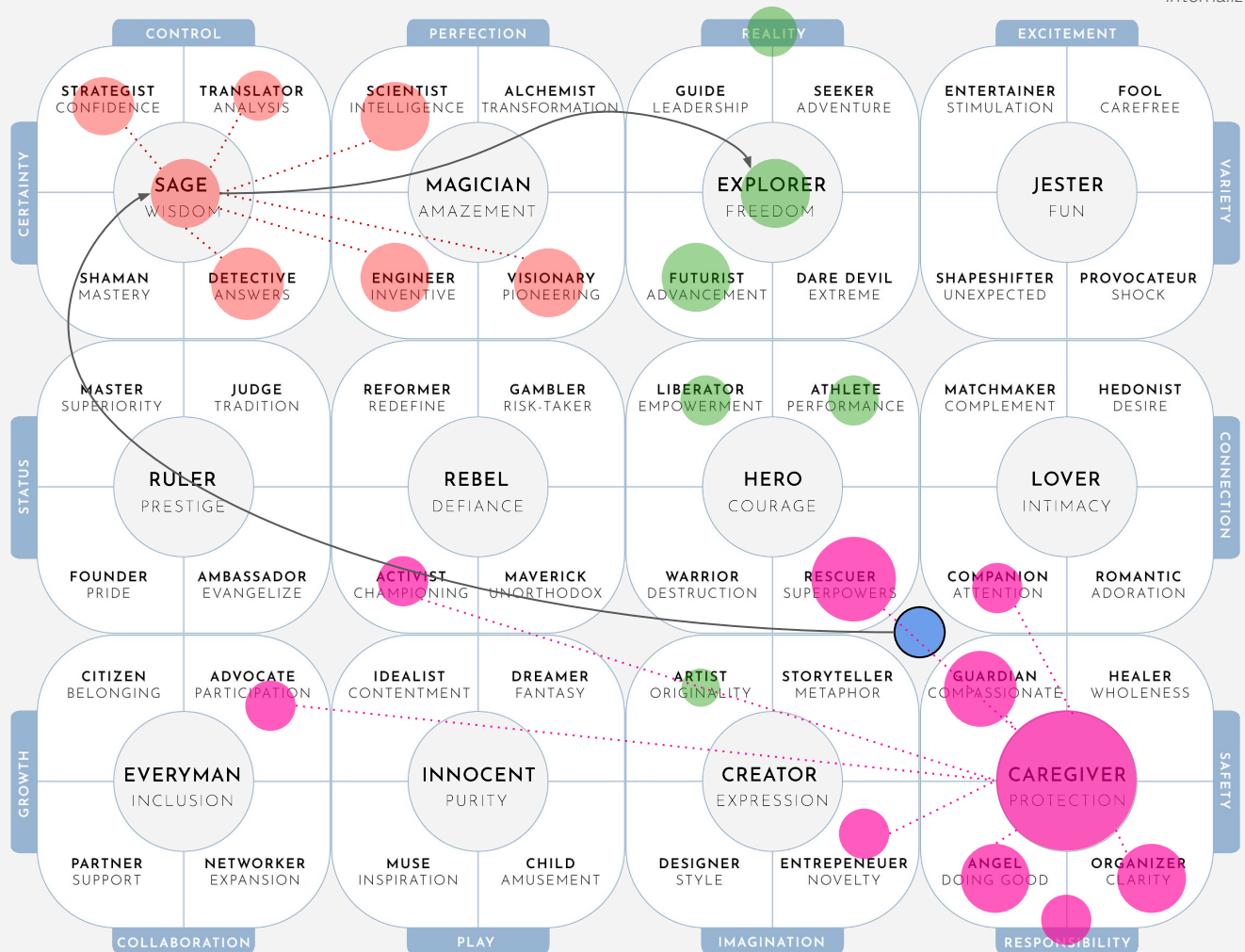
How and when to use these elements will be further explored in the Brand Trait Matrix section later in this guide.

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.

Ecohesia's clients embark on a transformative journey from frustration and not feeling seen or heard to a place of freedom and confidence through the use of efficient, technology-driven solutions. This journey is a testament to Ecohesia's commitment to empowering educators, optimizing learning environments, and nurturing a supportive and insightful educational community through a deep knowledge of technology combined with an altruistic drive to create a better world.

ARCHETYPE HEAT MAP

- **PRIMARY**
The Caregiver
- **SECONDARY**
The Sage
- **SUPPORTING**
Explorer / Creator
- Connections to neighboring or distant but complementary traits.
- Primary Client Entry due to emotional response and market differentiator. Potential users are looking to be seen/heard/understood and taken to a place of more freedom and time.



BRAND TRAITS

EMPATHY

INNOVATION

SUPPORT

AUTHORITY

SUSTAINABILITY



BRAND TRAIT

EMPATHY

Importance: Empathy is at the heart of Ecohesia's approach, allowing the brand to truly understand and address the challenges faced by educators. This trait enables the brand to tailor its solutions to the specific needs of its users. By actively listening and responding to feedback, Ecohesia will build a strong, trusting relationship with its users.

Archetypal Alignment: Empathy aligns closely with the Caregiver archetype, which is central to Ecohesia's identity. It also resonates with the Guardian and Angel feeling tones, emphasizing the brand's commitment to nurturing and supporting its community and their needs.

Practicality: Empathy is evident in Ecohesia's customer service, where personal and thoughtful responses to feedback and inquiries are prioritized. In product development, this trait guides the creation of tools that are not only functional but also attuned to the real-world needs and frustrations of educators. In addition, a general feeling of thoughtfulness touches on every aspect of the brand, including its commitment to sustainability.

BRAND TRAIT

INNOVATION

Importance: Innovation drives Ecohesia's ambition to revolutionize educational technology. It keeps the brand at the forefront of technological advancements, ensuring that solutions remain cutting-edge and effective. This trait demonstrates Ecohesia's commitment to continuous improvement and future-forward thinking.

Archetypal Alignment: Innovation aligns with the Sage archetype, particularly the nearby Scientist Engineer and Entrepreneur feeling tones, reflecting the brand's highly capable and analytic nature. It also complements the Explorer archetype, embodying the Futurist tone, which emphasize a constant quest for new solutions.

Practicality: In practice, innovation manifests in Ecohesia's development of AI-driven educational tools that are customizable and seamlessly integrate into educators' daily workflows. It also influences the brand's approach to sustainability, using low-energy code and optimizing software for energy efficiency.

BRAND TRAIT

SUPPORT

Importance: Being supportive is crucial for Ecohesia, as it positions itself as a reliable ally to educators. This trait reinforces the brand's dedication to providing practical and effective solutions to those in need. Supportiveness builds user confidence in the brand, ensuring that Ecohesia is seen as more than a vendor but as a partner in education.

Archetypal Alignment: Supportiveness is a key aspect of the Caregiver archetype, particularly the Organizer feeling tone. It also resonates with the Sage archetype, embodying the Translator and Detective tones, which emphasize understanding and problem-solving through real-world use and examples.

Practicality: Supportiveness is demonstrated through Ecohesia's proactive customer service and hands-on approach to solving issues and responding to feedback and bug reports. It's also visible in the brand's commitment to providing tools that save time and reduce stress for educators, thereby improving their overall teaching experience.

BRAND TRAIT

AUTHORITY

Importance: Authority establishes Ecohesia as a leader and trusted expert in the field of educational technology. This trait conveys confidence and reliability, crucial for gaining the trust of educators and institutions. An authoritative voice positions the brand as a credible source of knowledge and innovation.

Archetypal Alignment: Authoritativeness aligns with the Sage archetype, particularly the Strategist and Detective feeling tones, signifying wisdom and a deep understanding of the educational sector.

Practicality: Authoritativeness is reflected in Ecohesia's communication style, which is informative, clear, and confident. It guides the brand's marketing and public relations strategies, ensuring that Ecohesia is presented as a leading figure in educational technology discussions and innovations.

BRAND TRAIT

SUSTAINABILITY

Importance: Sustainability is a wild card trait that reflects Ecohesia's commitment to future generations – and simultaneously, the environment. This trait showcases the brand's responsibility towards global challenges and aligns with the growing demand for eco-friendly practices. It enhances the brand's appeal to environmentally conscious users and institutions and provides an unexpected and unique level of depth to the brand's character.

Archetypal Alignment: Sustainability resonates with the Caregiver archetype, particularly the Angel and Guardian feeling tones, emphasizing the brand's role in caring for the planet. It also aligns with the Rebel archetype, especially the Activist tone, as it involves championing for others, in this case potential the environment as well as educators.

Practicality: Sustainability is evident in Ecohesia's efforts to develop software that is energy-efficient and reduces the environmental impact of technology use. It also influences the brand's operational practices, such as opting for sustainable materials and methods in both product development and office environments.

TRAIT/MODE MATRIX

| | CASUAL | FORMAL | CELEBRATION | CRISIS |
|----------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| EMPATHY | Moderate empathy is positive, but avoid over familiarity or burying the lead in casual contexts. | Good but should not overshadow innovation and support in formal communications. | Temper empathy with joy to maintain a celebratory tone. | It is crucial in crisis situations to show understanding and concern. |
| INNOVATION | Avoid overwhelming with innovation in casual contexts when simpler points may be more effective and relatable. | Demonstrates forward-thinking and leading edge in formal settings. | Highlight cautiously, don't overshadow celebration with ego. | Mention cautiously, focus on immediate solutions more than aggrandizing the self. |
| SUPPORT | Enhances casual interactions by being engaging and likeable and is a good lead. | Is a core trait of the brand, and should be expressed at times when the audience is largest and most receptive. | Contributes to a positive, inclusive celebratory atmosphere. | Essential in crisis to provide reassurance and assistance. |
| AUTHORITY | Downplay authority in casual settings to maintain approachability, but do not avoid entirely when needed. | Leading with authority is crucial in formal settings for credibility and a lasting impression. | Use sparingly to keep celebrations light and inclusive. | Important in crises to demonstrate control and expertise. |
| SUSTAINABILITY | Mention sustainability but don't let it dominate casual conversations as it's a supporting, secondary trait. | Reflects a responsible and likeable brand image in formal settings. | Depending on the situation and context, this might or might not be the best time to use.. | Avoid in crisis, as it might seem irrelevant or insensitive |

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



HEADSPACE

Somewhat similar to Ecohesia, Headspace focuses on well-being and support, offering personalized solutions to its users. Headspace is empathetic, supportive, and innovative in its approach. It provides tailored experiences to its users, prioritizing mental health and personal growth, resonating with Ecohesia's commitment to addressing individual needs.

While in a different industry focused on mental health and meditation, Headspace shares a similar mission of improving daily life through technology, emphasizing user-centric solutions and through community and peer support.

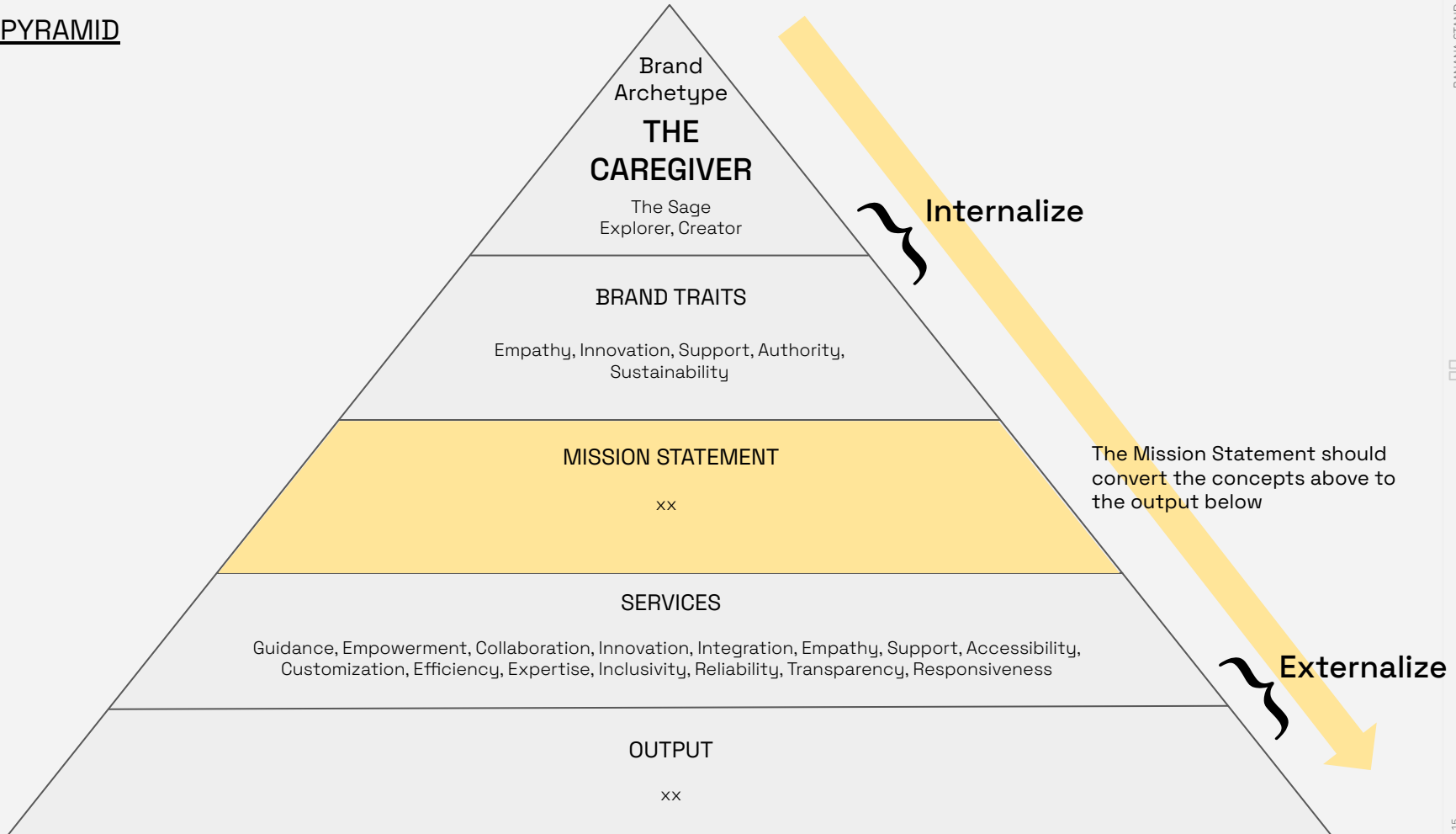


KHAN ACADEMY

Khan Academy aligns with the Sage archetype, particularly the Strategist and Translator feeling tones, similar to Ecohesia. It focuses on disseminating knowledge and making education accessible and understandable to all. Khan Academy is innovative in its approach to online education, authoritative in its educational content, and supportive of learners worldwide, mirroring Ecohesia's core traits.

Khan Academy's approach to personalized, accessible education and its emphasis on using technology to enhance learning experiences align closely with Ecohesia's values and methods - although their target user is the student, not the educator. For this reason, Khan Academy is an interesting and potentially insightful comp to learn from.

TOV PYRAMID



POSITIONING CONCEPTS

To reinforce Ecohesia'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.

+ Empowering Educators: Customize Your Classroom

A campaign highlighting personalized AI tools that adapt to individual educators' needs, showcasing real-world examples and testimonials. This concept leverages Ecohesia's core traits of empathy and innovation, showcasing its commitment to understanding and addressing the unique challenges faced by educators. It differentiates Ecohesia from the competition by emphasizing its ability to provide tailor-made solutions.

+ A Vision of the Future

A series of forward-looking narratives and visuals that present Ecohesia as the leader in educational AI technology, focusing on future trends and Ecohesia's role in shaping them. This positioning appeals to institutions and educators who want to be at the forefront of educational advancements. It helps Ecohesia stand out as a brand that's not just keeping up with the times but actively shaping the future of education - and the planet.

+ Sustainable Learning, for Today and Tomorrow

A green initiative, emphasizing Ecohesia's commitment to sustainability in its software development and operational practices. Feature stories of how this approach benefits both the environment and the education sector. This concept differentiates the brand by linking technological innovation with environmental responsibility, attracting eco-conscious clients.

+ Education Authority: Streamlining Success

Content and workshops that position Ecohesia as the authoritative source for enhancing efficiency in education, focusing on its AI-driven solutions for time management and productivity. This strategy positions Ecohesia as an expert in the field, attracting educators and institutions looking for proven, authoritative solutions. The brand can/should use its existing client- and user-base to showcase its successful track record.

+ Bridging the Digital Divide

An initiative to make Ecohesia's technology more accessible to underprivileged schools and communities, highlighting inclusivity and the democratization of education technology. This approach emphasizes Ecohesia's positioning as a brand that's not just about advanced technology but also about making technology accessible and beneficial to all.

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.

| | | |
|---------------|------------------|----------------|
| Accessible | Experts | Proactive |
| Adaptive | Forward-thinking | Reliable |
| Associations | Frustration | Responsive |
| Benefactor | Holistic | Saving |
| Benefit | Inclusive | Seamless |
| Comfortable | Innovative | Services |
| Committed | Integrate | Social |
| Compassionate | Interactive | Specialists |
| Customize | Learning | Students |
| Diverse | Nurturing | Supportive |
| Educational | Optimize | Tailored |
| Educators | Personalized | Teachers |
| Efficient | Pioneering | Thoughtful |
| Effortless | Practical | Time |
| Engaging | Professionals | Transformative |
| Equity | Progressive | Trusted |

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 roll-out of a new feature being added to the existing platform.

EXAMPLE TWO: Showcase an educator who is currently using the platform, and how it has helped them.

EXAMPLE THREE: Thank a newly-signed client for choosing Ecohesia over the competition.

EXAMPLE ONE

Announce the roll-out of a new feature being added to the existing platform.

BRAND VOCABULARY

Accessible

Adaptive

Associations

Benefactor

Benefit

Comfortable

Committed

Compassionate

Customize

Diverse

Educational

Educators

Efficient

Effortless

Engaging

Equity

Experts

Forward-thinking

Frustration

Holistic

Inclusive

Innovative

Integrate

Interactive

Learning

Nurturing

Optimize

Personalized

Pioneering

Practical

Professionals

Progressive

Proactive

Reliable

Responsive

Saving

Seamless

Services

Social

Specialists

Students

Supportive

Tailored

Teachers

Thoughtful

Time

Transformative

Trusted

EXAMPLE TWO

Showcase an educator who is currently using the platform, and how it has helped them.

BRAND VOCABULARY

Accessible

Adaptive

Associations

Benefactor

Benefit

Comfortable

Committed

Compassionate

Customize

Diverse

Educational

Educators

Efficient

Effortless

Engaging

Equity

Experts

Forward-thinking

Frustration

Holistic

Inclusive

Innovative

Integrate

Interactive

Learning

Nurturing

Optimize

Personalized

Pioneering

Practical

Professionals

Progressive

Proactive

Reliable

Responsive

Saving

Seamless

Services

Social

Specialists

Students

Supportive

Tailored

Teachers

Thoughtful

Time

Transformative

Trusted

EXAMPLE THREE

Thank a newly-signed client for choosing Ecohesia over the competition.

BRAND VOCABULARY

Accessible

Adaptive

Associations

Benefactor

Benefit

Comfortable

Committed

Compassionate

Customize

Diverse

Educational

Educators

Efficient

Effortless

Engaging

Equity

Experts

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Seamless

Services

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Specialists

Students

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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 for AI reference and use.

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