

## TONE OF VOICE

Client: Ellen Wise Couture

Date: Aug 2, 2023

Prepared by Matt Chait for Banana Stand Inc.

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ANALYSIS

PRESENTATION

REVIEW

**COMPLETE**

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## DISCOVERY PROCESS

The Primary, Secondary, and Supporting archetypes for Ellen Wise Couture 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 EWC’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.

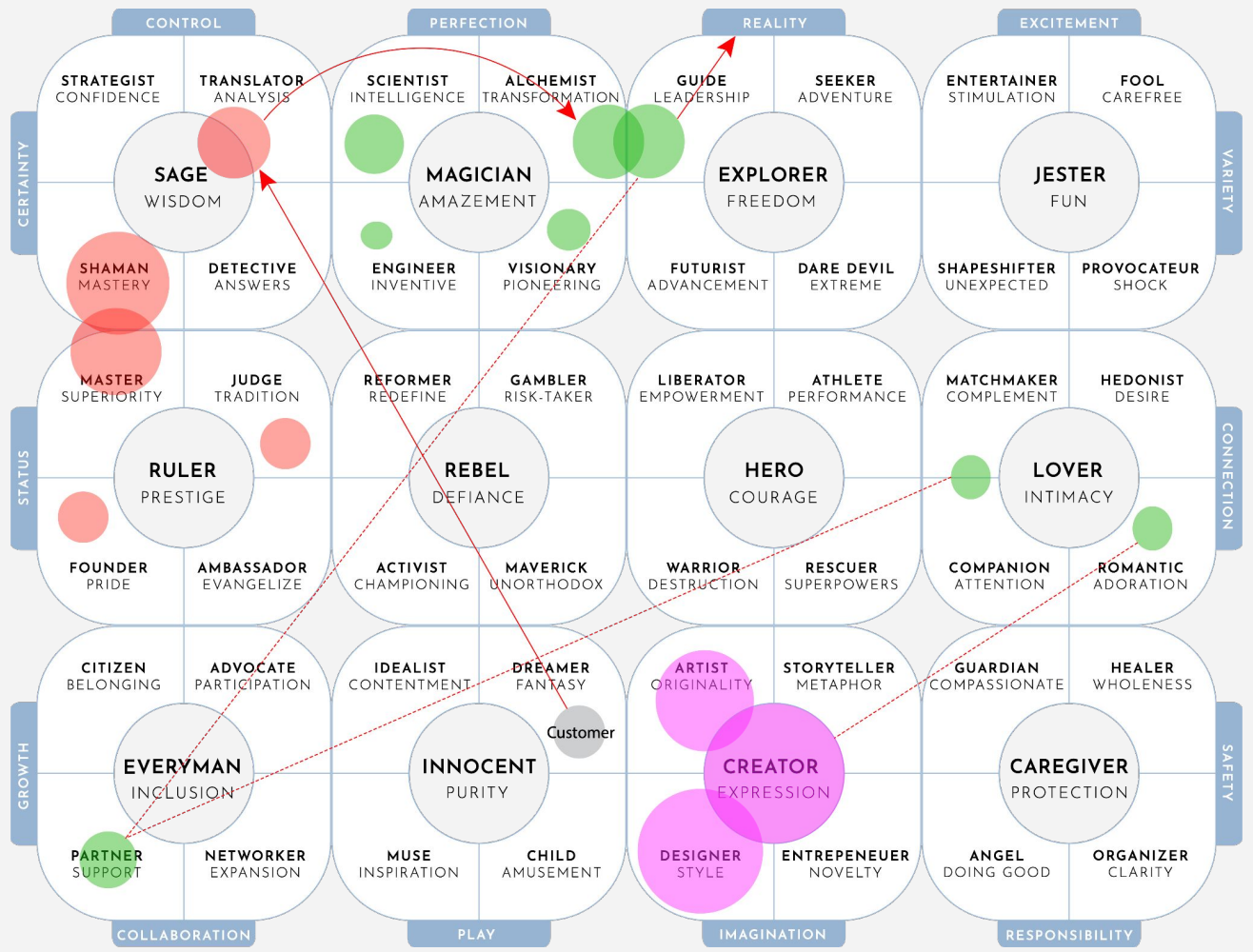
Connections in red showcase juxtapositions that create a more realistic and nuanced persona for the brand, where connections in solid red illustrate the interconnectedness of seemingly disparate feeling tones and how they may guide the customer through their relationship with the brand.

The proximity of where the customer’s journey begins to the core archetype of the Creator highlights the brand’s most powerful Attraction tool, whereas the customer’s journey of self-discovery and transformation through the brand’s elements of the Sage and Magician archetype is what will keep them coming back, acting as Retention tools.

The customer’s journey with EWC travels from the Dreamer to Reality thanks to EWC’s nuanced and carefully crafted process – ultimately leading to total satisfaction and trust in the brand to repeat the success.

# ARCHETYPE HEAT MAP

- PRIMARY  
The Creator
- SECONDARY  
Sage/Ruler
- SUPPORTING  
Magician/Everyman/Lover
- DEPTH & INTEREST



## BRAND ARCHETYPE

### PRIMARY: CREATOR

The **Creator** archetype is central to EWC, reflecting the brand's focus on originality and personal expression. This archetype values creativity and innovation—core tenets of high-end fashion and particularly pivotal in EWC's unique, bespoke garments. The brand becomes a partner in customers' creative journey, aligning with the Creator's pursuit of authenticity. The Creator archetype perfectly encapsulates Ellen Wise Couture's dedication to individual style and artistry.

The **Sage and Ruler** archetypes, as secondary components of Ellen Wise Couture's brand persona, complement the primary Creator archetype by emphasizing knowledge, expertise, and leadership.

The Sage represents an in-depth understanding of fashion, tailoring, and the meticulous craftsmanship that goes into each bespoke garment. This archetype shines in the brand's ability to take a customer's dream and translate it into a tangible, wearable piece of art, achieved through a deep well of product knowledge and advanced skills.

The Ruler symbolizes control, leadership, and mastery - elements inherent in the brand's command over the high-end fashion space.

### SECONDARY: SAGE/RULER

### SUPPORTING: MAGICIAN/EVERYMAN/LOVER

A deep understanding and foundation of classic art and architecture exemplify the Ruler's traits. This blend enriches and supports the brand's core Creator identity, instilling it with an aura of mastery derived from knowledge, experience, and leadership in its field.

The supporting archetypes of the **Magician, Everyman, and Lover** add depth to EWC's brand voice. The Magician offers transformation and intellect, turning ideas into reality. The Everyman offers relatability and partnership, a grounding presence ensuring customers feel supported throughout the creative process. This archetype also emphasizes the brand's approachable nature and commitment to client collaboration. The Lover archetype represents the passion and desire to perfectly match each client with a design that enhances their unique beauty and meets their individual needs as well as an adoration of Nature as inspiration.

Together, these supporting archetypes add layers of complexity, allowing Ellen Wise Couture to resonate with clients on various emotional and psychological levels, from the thrill of transformation to the comfort of partnership and the joy of a perfect garment.

## BRAND TRAITS

METICULOUS

SOPHISTICATED

CREATIVE

KNOWLEDGEABLE

EMPOWERING

## BRAND TRAIT

## METICULOUS

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Ellen Wise Couture is characterized by meticulous attention to detail, emphasizing a commitment to precision in all aspects. This is not just about quality of stitching or fabric selection; it permeates every level of interaction with the brand.

From understanding a client's needs to creating each garment and the careful consideration of communication, this trait reassures clients that no detail is overlooked. This trait is in line with the **Sage** and **Everyman** archetypes.

## BRAND TRAIT

## SOPHISTICATED

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Embodied in Ellen Wise Couture is a persona of sophistication, reflecting the brand's elevated, classic yet modern style. This trait shows in the brand's tasteful choice of fabrics, nuanced color palettes, and refined design aesthetics. It also extends to the brand's communications, where elegance and refinement are conveyed in the tone of voice and choice of words.

This aligns with the **Ruler** archetype, emphasizing the brand's high-end couture nature and aspirational price point.

## BRAND TRAIT

## CREATIVE

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As a creative entity, Ellen Wise Couture continually pushes the boundaries of traditional fashion. The brand draws upon its deep love and appreciation of nature, art, and architecture as inspiration. This trait reveals itself in the brand's ability to infuse a modern twist into classic designs, which obviously reflects the core attribute of the **Creator** archetype, embodying the brand's commitment to creating bespoke, one-of-a-kind pieces for each client.

## BRAND TRAIT

## KNOWLEDGEABLE

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The brand personifies knowledge and expertise in couture fashion, solidifying its position as a trusted authority in the industry. This trait informs all interactions, from the expert advice given to clients to the quality of content shared on social media and other outreach. This deep understanding enhances trust and solidifies the brand's reputation as a knowledgeable fashion guide.

## BRAND TRAIT

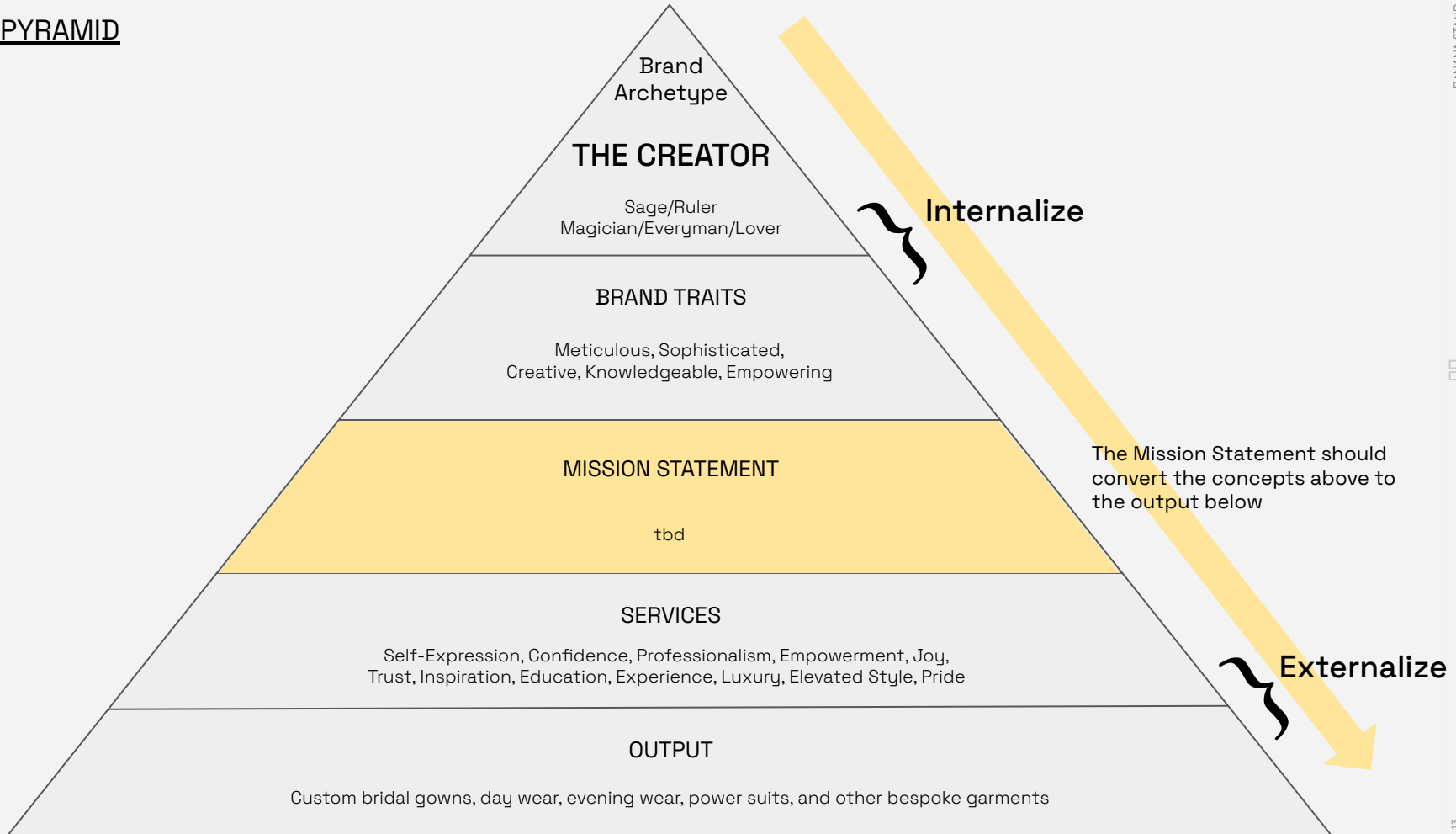
## EMPOWERING

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Ellen Wise Couture is personified as an empowering voice, encouraging confidence and self-assurance in its customers. This trait shines through in every garment that is designed to make its wearer feel confident and unique.

The brand's communication may commonly underline the theme of women's empowerment, using narratives that inspire, uplift, and affirm the strength and beauty of its clients.

# TOV PYRAMID



## POSITIONING CONCEPTS

To reinforce Ellen Wise Couture's position as "The Couturiere," a number of strategies may be employed which will highlight the brand's unique archetypes and traits in tangible and relatable ways.

### + Narrative Storytelling

Sharing the journey of a dress from inception to completion. This narrative could be shared through social posts, images, and videos, demonstrating the meticulous concepting, expertise, craftsmanship and creativity involved throughout the whole process. It would highlight how Ellen Wise Couture has mastered the art of design and tailoring, reinforcing its positioning as an inventive and accomplished authority in couture fashion.

### + Empowering Campaigns

Launching campaigns that celebrate women's individuality and strength, reinforcing the Empowering character trait of the brand. For example, a series of images and videos could spotlight clients sharing their experiences wearing their custom garments and how it made them feel. This content would amplify the brand's empowering ethos and underline its commitment to making every woman feel unique and confident.

### + Behind the Scenes

Offering insights into the world of couture fashion through behind-the-scenes content. This could include showcasing how fabric choices are made, how designs are drawn, and the high level of craftsmanship that goes into each piece. These insights would not only demonstrate the brand's expertise but also its meticulousness and inventiveness, underlining the brand's deep knowledge.

### + Knowledge Sharing

Leveraging the brand's expertise by sharing insightful industry-related content. This could be a guide on the history of couture fashion, tips on caring for couture pieces, or insights on current and upcoming trends. It could also include collaboration with non-like brands to cross-promote and demonstrate the brand's commitment to the wider fashion ecosystem.

## 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.

Authentic

Esteem

Originality

Admirable

Excellence

Personalized

Beauty

Exclusive

Quality

Bespoke

Exquisite

Radiant

Captivating

Flattering

Regal

Class

Glamorous

Refined

Confidence

Grandeur

Reputable

Craftsmanship

Graceful

Signature

Custom

Handcrafted

Sophisticated

Delicate

Iconic

Tailored

Detail

Individuality

Timeless

Distinctive

Innovative

Trustworthy

Elegance

Inspiring

Unique

Elite

Luxurious

Upscale

Empowerment

Opulence

Visionary

## 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: Present images of a finished gown on social media.

EXAMPLE TWO: Share a customer's story.

EXAMPLE THREE: Invite a potential customer to the studio for a fitting.

## EXAMPLE ONE

Present images of a finished gown on social media.

## BRAND VOCABULARY

Authentic

Admirable

Beauty

Bespoke

Captivating

Class

Confidence

Craftsmanship

Custom

Delicate

Detail

Distinctive

Elegance

Elite

Empowerment

Esteem

Excellence

Exclusive

Exquisite

Flattering

Glamorous

Grandeur

Graceful

Handcrafted

Iconic

Individuality

Innovative

Inspiring

Luxurious

Opulence

Originality

Personalized

Quality

Radiant

Regal

Refined

Reputable

Signature

Sophisticated

Tailored

Timeless

Trustworthy

Unique

Upscale

Visionary

## EXAMPLE TWO

Share a customer's story.

## BRAND VOCABULARY

Authentic

Admirable

Beauty

Bespoke

Captivating

Class

Confidence

Craftsmanship

Custom

Delicate

Detail

Distinctive

Elegance

Elite

Empowerment

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Originality

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Refined

Reputable

Signature

Sophisticated

Tailored

Timeless

Trustworthy

Unique

Upscale

Visionary

## EXAMPLE THREE

Invite a potential customer to the studio for a fitting.

## BRAND VOCABULARY

Authentic

Admirable

Beauty

Bespoke

Captivating

Class

Confidence

Craftsmanship

Custom

Delicate

Detail

Distinctive

Elegance

Elite

Empowerment

Esteem

Excellence

Exclusive

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## WHAT'S NEXT?

Please review your guide via the supplied link and submit any changes or additions within 7 days of presentation. Once approved, your TOV Guide will be packaged and emailed as a PDF which you can 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 copy use. It may also function as a source of creative inspiration and guidance whenever needed.

INTAKE ON JUNE 8, 2023 BY MATT CHAIT IN SANTA BARBARA  
GUIDE COMPILED AND PRESENTED REMOTELY BY MATT CHAIT ON JUNE 19, 2023

[MATT@BANANASTANDINC.COM](mailto:MATT@BANANASTANDINC.COM)

[WWW.BANANASTANDINC.COM](http://WWW.BANANASTANDINC.COM)

310-980-0905