

# tone of voice

# PRESENTATION

CLIENT: JOUIR

PRESENTATION DATE: APRIL 19, 2023

# PHASES

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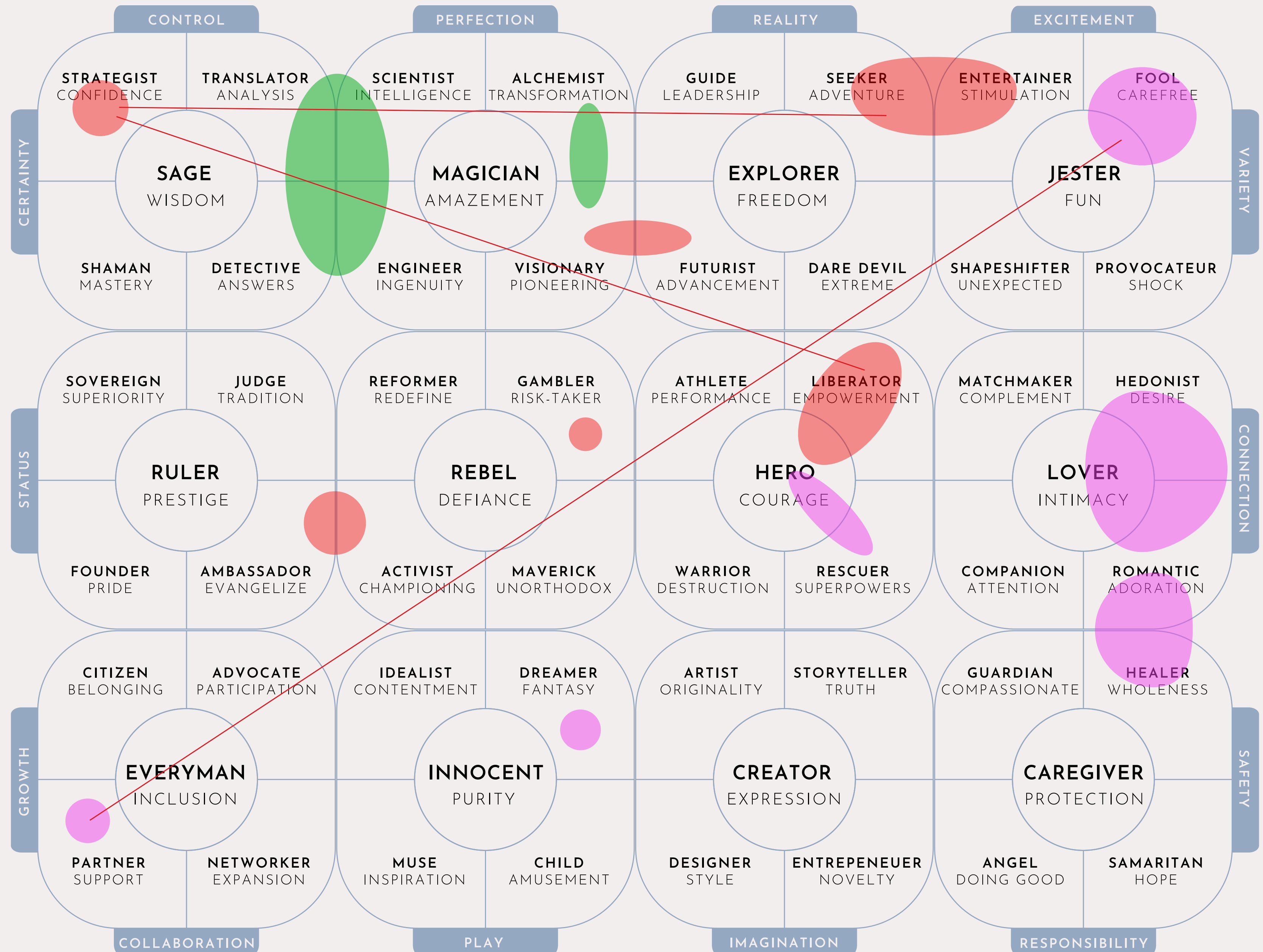
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# DISCOVERY PROCESS

The Primary, Secondary, and Supporting archetypes for Jouir were determined by combining the results of the intake questionnaire with a visual heat map based on 60 core 'feeling tones,' which are extrapolated from the classic 12 archetypes. The heat map illuminates how varying elements of Jouir's persona create depth, dimension, and specificity.

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 Tone Of Voice.

Connections in red highlight juxtapositions that create a more realistic and nuanced persona for the brand, as well as the interconnectedness of seemingly disparate feeling tones.



## BRAND ARCHETYPE

# THE BESTIE

PRIMARY: **LOVER**    SECONDARY: **EXPLORER**    SUPPORTING: **MAGICIAN**

CONNECTION, EXCITEMENT, EMPOWERMENT, TRANSFORMATION, TRUST

Jouir's Tone of Voice emerges from the harmonious blend of **The Lover**, **The Explorer**, and **The Magician** archetypes, each contributing a distinct and essential dimension to the overall persona.

Rooted in **The Lover**, Jouir's tone evokes a sense of sensuality, intimacy, and self-assurance. The Lover's passionate spirit focuses on *celebrating the pleasures of life* and the human body. This essence of confidence, romance, desire, and empowerment supports women in embracing their sexuality with confidence and creates a deep and personal connection with the brand.

By incorporating **The Explorer**, Jouir's voice gains a layer of curiosity and boldness, inspiring customers to venture beyond traditional patriarchal boundaries and take charge of their sexuality. The Explorer's spirit invites users to embark on a journey of self-discovery, illuminating untapped realms of pleasure and expression.

**The Magician** underscores the alchemy and scientific ingenuity behind Jouir's serum, emphasizing the brand's ability to unlock hidden potential and unleash magical experiences. This supporting archetype allows the brand to showcase the synergy between science and nature, and how this dynamic duo can enhance sexual experiences.

Together, these three archetypes work in concert to create a singular, multifaceted, dynamic, and compelling Tone of Voice for Jouir.

Through the convergence of passion, adventure, and transformation, Jouir will resonate with and empower its audience, inspiring confidence and encouraging users to delve into their desires and needs without fear or shame. This distinctive and effective voice will firmly establish Jouir as a trailblazer in the realm of women's sexual well-being and fulfillment.

\**Internalize*

**The Bestie** is your ride-or-die, your most trusted confidante, and your partner in crime. She is your secret weapon in good times and bad. Her infectious laughter and quick, witty humor make her the life of every party, where her presence never fails to amplify positivity and fun, pushing every adventure to the next level. There's never a dull moment when your Bestie is around.

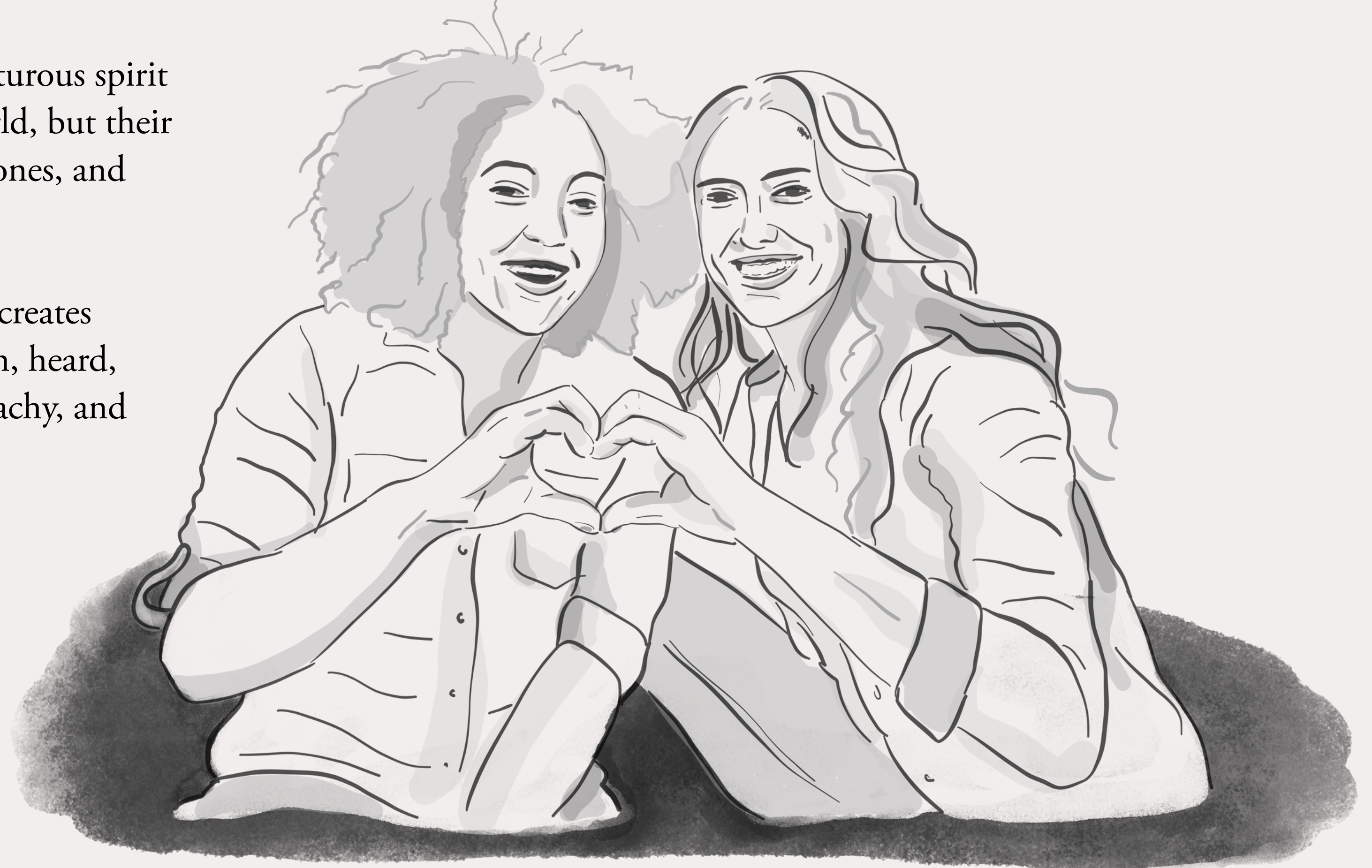
As a lover of life and experiences, she encourages those around her to indulge in the joys of living and to relish every moment with bold enthusiasm. Another round? Always! Ask that guy for his number? Every time! Can we do this? YES. *Should* we do this? YES!

A true disciple of the 'Eat, Pray, Love' mantra, Bestie's adventurous spirit is contagious. She inspires others to not only explore the world, but their innermost desires, to push the boundaries of their comfort zones, and make sure to squeeze the most out of life's experiences.

As a compassionate listener and empathetic companion, she creates and maintains deep connections, making her friends feel seen, heard, understood, and appreciated. She is never judgmental or preachy, and is always looking out for what's best for you.

Bestie's energy inspires her friends to embrace their authentic selves and unlock their hidden potentials. She has an innate ability to create unforgettable moments and uplift the spirits of those around her.

Bestie has your back, and will always make sure that you're being the best version of yourself.



*\* Internalize*

**BRAND TRAITS**

**CONNECTION**

**EXCITEMENT**

**EMPOWERMENT**

**TRANSFORMATION**

**TRUST**

## BRAND TRAIT

## CONNECTION

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Connection is a crucial aspect of Jouis's TOV, as the brand encourages the deepening of intimacy and understanding between the customer and their sexual partner. By emphasizing the importance of desire, pleasure, and shared experiences, the brand inspires its audience to enhance the quality of their sexual relationships and explore new dimensions of sensuality and connection.

To effectively use the Connection trait in communications, the brand should focus on creating narratives, verbal or visual, that celebrate the beauty of romantic and sexual relationships, evoke the passion of shared desires, and encourage open communication between partners. This approach will resonate with consumers, promising a hopeful sense of creating fulfilling intimate encounters.

## BRAND TRAIT

## EXCITEMENT

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Excitement is a key trait that infuses the brand's TOV with energy and dynamism, capturing the audience's attention and igniting their curiosity. To effectively convey Excitement, the brand should embrace bold and adventurous language, create vivid imagery, and adopt a vibrant, directly engaging tone. Copy should contain tantalizing adjectives, and evocative descriptions to pique interest. Imagery might showcase diverse, confident women enjoying newfound pleasure, or artfully illustrating the transformative effects of the brand's products.

By incorporating these elements into the overall tone, the brand will not only inspire women to explore their desires and experiment with new experiences, but also create a sense of anticipation and eagerness for what's to come.

## BRAND TRAIT

## EMPOWERMENT

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Empowerment is a central element of the brand's TOV, as Jouir aims to boost women's confidence in their sexuality through the use of their product. To effectively convey Empowerment, the brand should adopt an affirmative and uplifting tone, championing women's autonomy, and encouraging them to embrace their desires and needs. Using powerful verbs and strong, positive language in the brand's copy will inspire women to take control of their pleasure and sexual/physical/emotional well-being.

When it comes to imagery, focus on showcasing diverse, self-assured women in moments of pleasure, strength, and self-expression. Highlight the transformative effects of the brand's offerings, allowing potential customers to envision the empowering impact on their own lives. By incorporating these elements into campaigns, the brand encourages and activates its potential customer base, inviting them to embrace their desires and join the brand's community of empowered pleasure-seekers.

## BRAND TRAIT

## TRANSFORMATION

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Transformation surfaces the potential for growth, change, and self-discovery. By incorporating the element of Transformation, Jouis can showcase the impact of its products on women's bodies and lives, inspiring them to become the best version of themselves. To effectively use Transformation in communications, the brand should not only emphasize the actual/physical effects of the product itself, but the personal and internal metamorphosis that women undergo as they explore their desires through the use of inspiring testimonials.

Leverage storytelling techniques and Social Proof to create relatable and inspiring narratives that resonate with potential customers. Use spirited language to describe the journey from self-doubt to self-assuredness, and how embracing one's sexuality can lead to personal growth. Consider before-and-after representations of women who have experienced the brand's transformative effects, or using symbolic visuals to convey the idea of growth and change.

## BRAND TRAIT

## TRUST

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Establishing a reliable and credible foundation for the brand-consumer relationship is imperative. To effectively build Trust, the brand should prioritize transparency, honesty, and consistency in its copy and communications. This includes sharing information about the brand's values, ingredients, and production processes, as well as addressing concerns and questions with sincerity and openness.

Use clear and relatable language to explain the benefits of the product, avoiding exaggeration or unrealistic claims. Highlight the organic, natural ingredients and any evidence-based information supporting the product's efficacy, to showcase the brand's commitment to quality and safety. Social Proof will further establish credibility and instill confidence in potential customers. Avoiding over-processed or heavily edited images will also contribute to the brand's feeling of trust and transparency.

## COMPARABLES



LELO

Lelo is a luxury intimate lifestyle brand that combines elegance, quality, and innovation in its products. Their sophisticated branding and emphasis on sexual well-being resonate with the **Empowerment** and **Exploration** aspects of the TOV.



FORIA

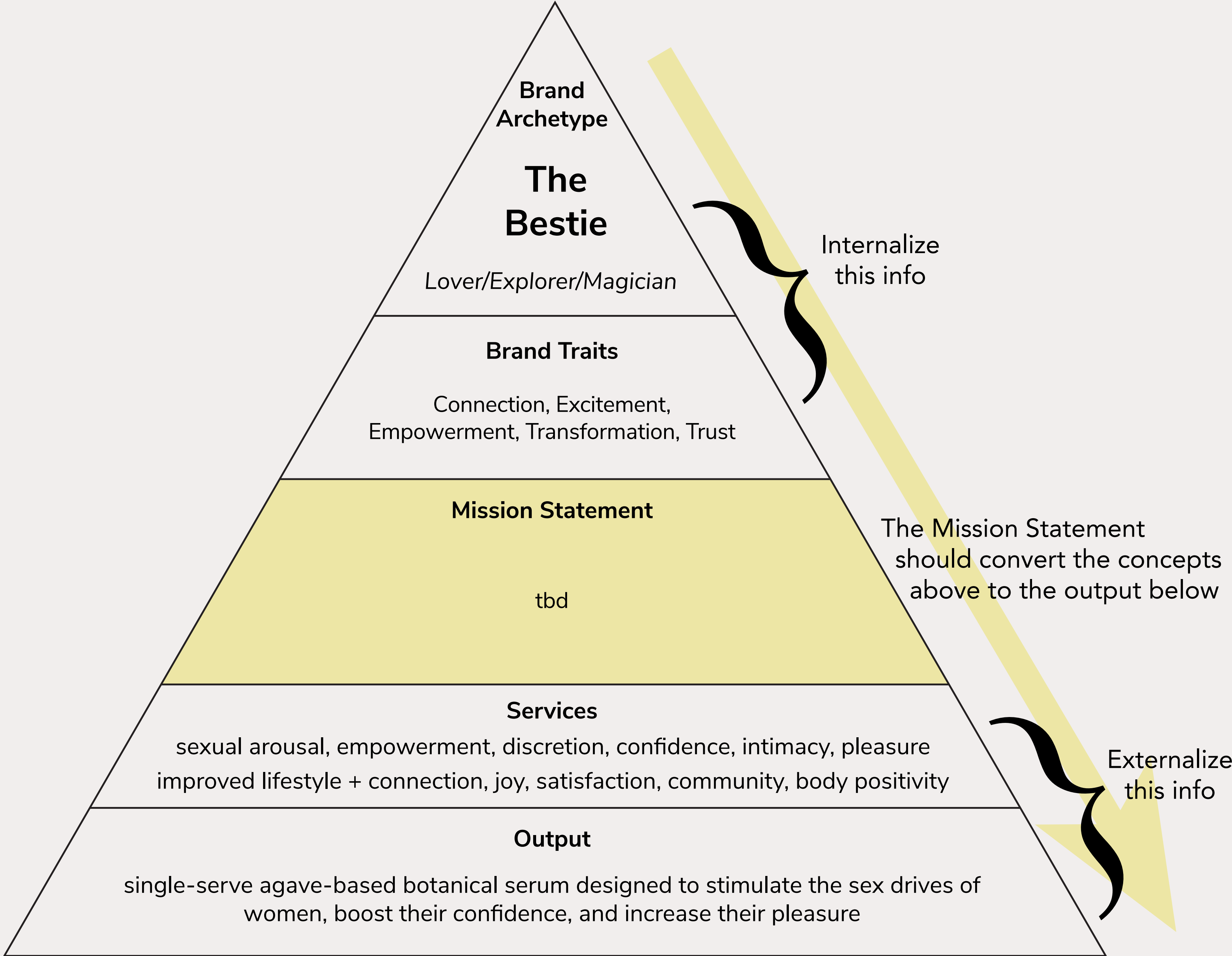
Foria creates non-gendered intimate products: arousal oils and lubricants using plant-based ingredients like CBD and botanical extracts. Their emphasis is on sexual well-being, body-safe ingredients, and promoting pleasure aligns with the values of **Trust** and **Connection**.



GOOP

Goop is known for promoting wellness, self-care, and personal growth, which are key aspects of the **Transformation** and **Trust** traits in Jouis's TOV. Goop consistently emphasizes the use of natural ingredients and empowering women to take control of their well-being.

**TOV PYRAMID**



## DOS AND DON'TS

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## GENERAL

- ✓ Speak from a singular voice: the Bestie - until or unless she is replaced by an actual human
- ✗ Speak from a collective voice: Us, We, Our. There is no established community or team to speak from  
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- ✓ Speak from a feminine tone and POV. Use friendly, familiar, friend/bestie language
- ✗ Speak from an overly-masculine or disassociated tone at any point  
.....
- ✓ Speak to the curious and potential users first, onboarding at all times, encouraging exploration
- ✗ Focus on proving yourself to existing 'experts' or nay-sayers  
.....
- ✓ Directly address your following in the singular whenever possible: you, your, girlfriend, etc.
- ✗ Address your following in the plural/collective unless needed: you guys, you all, etc.  
.....
- ✓ Focus on desire, discovery, and fun, driving potential customers to WANT the product, not just TRY it
- ✗ Be passive, evasive, or overly serious with sales techniques or marketing pushes.  
.....
- ✓ Push the element of physical and emotional connection with the user's own sexuality, alone or otherwise
- ✗ Focus only this as a couples' product only

## DOS AND DON'TS

## STYLE

- ✓ Present with excitement and passion, creating shared enthusiasm around the brand and product
- ✗ Be shy, quiet, or passive. Don't come across as sales-y, pushy, or mansplaining ever
- ✓ Tell more than show - due to the limitations of social media, creative use of language will be an asset
- ✗ Be overly graphic with imagery of sexual acts or body parts. It will alienate, and potential turn off
- ✓ Take pride in transparency, sharing details, BTS, etc. at every possible opportunity to build trust
- ✗ Don't be secretive about ingredients, process, or other issues that could be red-flag-y for users
- ✓ Use fun, playful, sassy, tone in humor - showing vulnerability, which builds trust and familiarity
- ✗ Be stuffy, dry, angry, mean, guarded, or judgmental of others' personalities or style
- ✓ Keep language concise and clear - straight to the point - frank, honest, fearless, adult, but not pretentious
- ✗ Avoid topics or pussy-foot around phrases, words, or terminology that would make someone blush
- ✓ Come across as casually knowing, trusted, reliable, honest and humble with successes and abilities
- ✗ Present as a know-it-all, shady, secretive, or arrogant or judgmental in what you know or do
- ✗ Use strong, violent, or hurtful profanity or language at any point for any reason

## DOS AND DON'TS

## ACCESSIBILITY

- ✓ Be universal and worldwide with your potential reach
- ✗ Focus on local clients and outreach only
- .....
- ✓ Be involved in your online community (Insta/TikTok/Twitter/etc.) when appropriate
- ✗ Ignore B2B sales, as they might be the largest share of your sales
- .....
- ✓ Share real/personal stories whenever possible, don't hide the details, realistic and true is best
- ✗ Make up fake stories or case studies. Don't only share wild successes - humorous failures are ok!
- .....
- ✓ Present the brand, product, packaging and lifestyle as accessible, realistic, and within reach
- ✗ Present the brand as overly inspirational, out of reach, elite, or only for the well off
- .....
- ✓ Work with other brands, both like and unlike. Partnerships in every sense of the word are essential
- ✗ Be exclusive, antisocial, reclusive, isolated, or elitist with other brands or partners
- .....
- ✓ Be worldly when it comes to language, references, and style
- ✗ Be overly gentrified, white-washed, colonial, or closed to other cultures
- .....
- ✗ Present as specialized or exclusive of races, religions, regions, identities, social standings, etc.

## DOS AND DON'TS

## ACTIONS

- ✓ Reinforce that this product ENHANCES and AMPLIFIES the underlying sexuality of the user
- ✗ Present it as a medical remedy, last-ditch effort, or anything charitable towards those who 'can't'
- ✓ Share Social Proof and personal stories at every chance - internal, external, UGC. Use storytelling
- ✗ Try to sell through convincing, promising, insinuating, or leaning on facts and figures only
- ✓ Keep the brand language and visuals very real - using familiar language and settings without fanfare
- ✗ Use glossy or touched-up images, lofty language, unrealistic settings or lifestyles - which will alienate
- ✓ Focus on experiences, actual or potential
- ✗ Focus on the product only, as it is not proprietary enough to carry the full weight of the brand
- ✓ Encourage ambassadorship, evangelizing, sharing, and virality at every opportunity
- ✗ Be a control freak or create boundaries or obstacles that would keep others from sharing
- ✗ Breach any touchy social or political issues with opinions that could alienate. There is no 'rebel' element
- ✓ TELL in your CTAs. Engage customers and tell them WHY and HOW this product is for them
- ✗ ASK or BEG in your CTAs. Don't ever be passive, needy, or desperate in tone

## BRAND VOCABULARY

ADVENTURE

ALCHEMY

AROUSAL

AUTHENTIC

BLISS

BODY-POSITIVE

BOUNDLESS

CHEMISTRY

CONFIDENCE

CONNECTION

CURIOSITY

DESIRE

DISCOVERY

ECSTASY

EMPOWERMENT

ENLIGHTENMENT

EUPHORIA

EXCITEMENT

EXUBERANCE

EXPLORATION

FREEDOM

FUEL

FULFILLMENT

GROWTH

HARMONY

INSPIRATION

INTIMACY

JOY

LIBERATION

LOVE

LUST

NATURAL

ORGANIC

PASSION

PLAYFUL

PLEASURE

ROMANCE

SAFE

SATISFACTION

SENSATION

SENSITIVITY

SENSUALITY

SEXUALITY

SPARK

SPONTANEITY

TRANSFORMATION

TRUST

UNINHIBITED

## EXAMPLES + EXERCISES

SPEAK ABOUT THE BELOW IN YOUR  
NEW TONE OF VOICE  
USING YOUR BRAND VOCABULARY

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1. PITCHING YOUR PRODUCT IN A SINGLE SENTENCE
2. A SOCIAL MEDIA POST SHARING A USER'S STORY
3. AN INVITATION TO A PRIVATE PARTY FOR AMBASSADORS

## EXAMPLE 1

How would you describe your product in a single sentence, potentially for packaging or a blurb in a magazine?

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ADVENTURE

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HARMONY

INSPIRATION

INTIMACY

JOY

LIBERATION

LOVE

LUST

NATURAL

ORGANIC

PASSION

PLAYFUL

PLEASURE

ROMANCE

SAFE

SATISFACTION

SENSATION

SENSITIVITY

SENSUALITY

SEXUALITY

SPARK

SPONTANEITY

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UNINHIBITED

## EXAMPLE 2

‘Write’ a simple Social Proof post where an actual user shares their experience with the product.

## BRAND VOCABULARY

ADVENTURE

ALCHEMY

AROUSAL

AUTHENTIC

BLISS

BODY-POSITIVE

BOUNDLESS

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HARMONY

INSPIRATION

INTIMACY

JOY

LIBERATION

LOVE

LUST

NATURAL

ORGANIC

PASSION

PLAYFUL

PLEASURE

ROMANCE

SAFE

SATISFACTION

SENSATION

SENSITIVITY

SENSUALITY

SEXUALITY

SPARK

SPONTANEITY

TRANSFORMATION

TRUST

UNINHIBITED

## EXAMPLE 3

‘Write’ the copy for an invitation being sent out to potential influencers and/or brand ambassadors. This invite should let them know who and what you are, and why they would be interested in working with you.

## BRAND VOCABULARY

ADVENTURE

ALCHEMY

AROUSAL

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INTIMACY

JOY

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LOVE

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NATURAL

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PASSION

PLAYFUL

PLEASURE

ROMANCE

SAFE

SATISFACTION

SENSATION

SENSITIVITY

SENSUALITY

SEXUALITY

SPARK

SPONTANEITY

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UNINHIBITED

## 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 guiderails for social, web, and print copy use. It may also function as a source of creative inspiration and guidance whenever needed.

[PREVIEW LINK](#)

INTAKE ON APRIL 4, 2023 BY MATT CHAIT AT SMALL GREEN DOOR  
GUIDE COMPILED AND PRESENTED BY MATT CHAIT VIA ZOOM ON APRIL 19, 2023

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