

TOV OF VOICE

Client: Maison Fare

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PHASES

INTAKE INTERVIEW

ANALYSIS

PRESENTATION

REVIEW

COMPLETE

CONTENTS

DISCOVERY PROCESS

ARCHETYPE HEAT MAP

BRAND ARCHETYPE

BRAND TRAITS

TOV PYRAMID

POSITIONING CONCEPTS

BRAND VOCABULARY

COPYWRITING EXERCISE

[CLICK HERE TO RETURN TO
THIS PAGE AT ANY TIME](#)



DISCOVERY PROCESS

The Primary, Secondary, and Supporting archetypes for Maison Fare 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 Maison Fare’s persona create depth, dimension, and specificity - as well as how the customer’s needs initiate and propel the process.

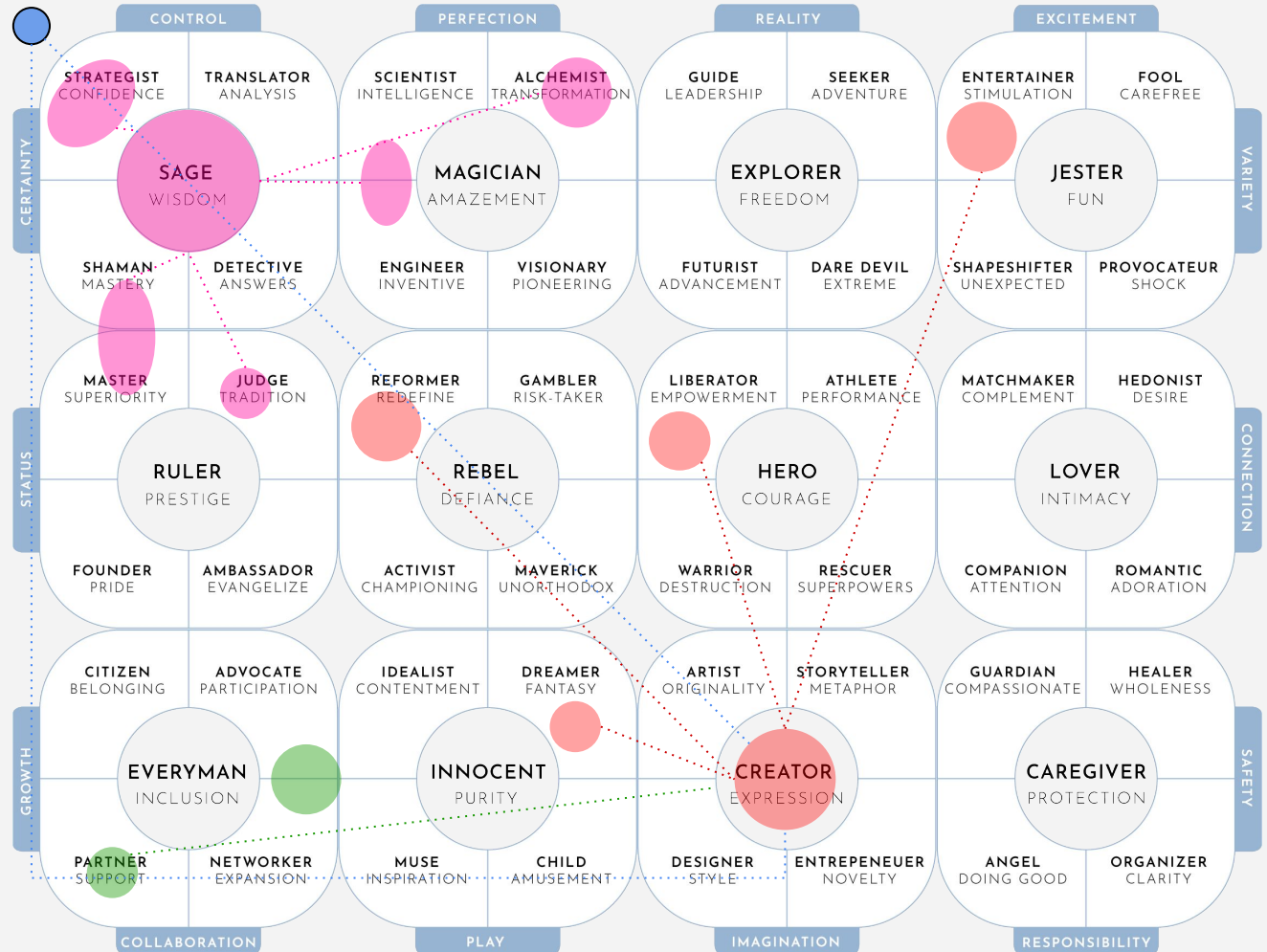
Areas of concentration in **Purple** are core elements of the brand’s persona, while elements in **Red** are secondary traits, and areas in **Green** are supporting elements that are more latent in nature but still important to the overall TOV. In real-world situations, different elements and traits 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.

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.

The customer’s journey with Maison Fare travels from either a place lacking confidence through the communal aspect of the Everyman to the Creator for inspiration – or – from a place of abundant confidence, seeking additional inspiration from the Creator, which they share with the community in the Everyman zone. Whether the potential customer has or lacks confidence in their baking skills, this reversible path serves all needs.

ARCHETYPE HEAT MAP

- PRIMARY Sage
- SECONDARY Creator
- SUPPORTING Everyman
- Connections to neighboring or distant but complementary traits.
- Primary Client Entry due to emotional response and market differentiator.



BRAND ARCHETYPE

PRIMARY: Sage

Maison Fare speaks from a place of wisdom and understanding, combining the attributes of a Sage, the creative spirit of a Creator, and the reliability of an Everyman, to deliver an enriched and elevated baking experience to its audience.

As the **Sage**, Maison Fare adopts a voice filled with wisdom and authority, expertly guiding the customers through their baking journey. Its refined language emphasizes its high quality, precision-formulated baking kits that guarantee success for those seeking a deeper, more sophisticated baking experience. The brand uses culinary jargon to connect with more experienced home bakers, confirming its standing as an expert and respected peer in the field.

As the **Creator**, Maison Fare presents as a pioneer, highlighting its unique and innovative approach to baking. This element of the brand voice resonates with its forward-thinking philosophy, emphasizing how Maison Fare is reshaping the home baking landscape with its e-commerce platform, online

SECONDARY: Creator

community, and exclusive product offerings. This angle highlights the brand's commitment to offering exceptional quality and an innovative baking experience that encourages home bakers to push their creative boundaries.

As the **Everyman**, Maison Fare remains grounded, humble, and approachable, serving as a trustworthy companion. This voice acknowledges the journey and efforts of the audience, celebrating the art of baking while fostering a sense of community and belonging among its users. Maison Fare's voice is empathetic, often reminding its customers that mistakes are just stepping stones to becoming better bakers.

In unison, these facets of Maison Fare's voice highlight its premium positioning, innovation, and connection with its audience, setting it apart in the e-commerce baking market. The overall TOV resonates with home bakers who seek not just high-quality baking kits, but a relationship with a brand that appreciates the art, science, and joy of baking.

SUPPORTING: Everyman

BRAND TRAITS

EMPOWERING

KNOWLEDGEABLE

INNOVATIVE

SUPPORTIVE

SOPHISTICATED

BRAND TRAIT

EMPOWERING

This dynamic trait is an appealing aspect of the Sage archetype. Maison Fare empowers its customers by providing them with the tools, knowledge, and support to create exceptional, artisanal bakery-quality goods from the comfort of their homes. The Empowering trait resonates with Maison Fare's mission to cultivate confident home bakers, promoting a sense of accomplishment and pride in their baking journeys.

This trait will be demonstrated in Maison Fare's messaging and customer interaction, with the brand regularly celebrating customer successes, providing guidance during setbacks, and continuously encouraging the exploration and mastery of new baking techniques and recipes.

BRAND TRAIT

KNOWLEDGEABLE

Maison Fare's knowledgeable character trait also aligns with the Sage archetype. As a brand that emphasizes culinary education, it consistently offers well researched ingredients and measurements, ensuring a successful baking experience for its customers. The knowledgeable trait is crucial as it builds trust, showcasing Maison Fare as a reliable and authoritative figure in the field of baking.

This trait will be reflected in Maison Fare's content and interactions with customers, often seen in the detailed descriptions of baking kits, the expert guidance provided, and the sophisticated use of culinary jargon.

BRAND TRAIT

INNOVATIVE

This trait is a cornerstone of the Creator archetype, reflecting Maison Fare's role as a disruptor and challenger in the baking industry. Maison Fare brings a fresh approach to traditional baking, regularly introducing new products, and leveraging food science in its offerings. This trait resonates with the brand's vision of being a game-changer in the baking field.

In practicality, this trait will be displayed in Maison Fare's unique pre-mixed baking kits, future product expansions, and the advanced methodologies shared with customers through its social media channels.

BRAND TRAIT

SUPPORTIVE

Rooted in the Everyman archetype, this trait mirrors Maison Fare’s commitment to travel alongside its customers in their baking journey, acknowledging that failures are part of the learning process. By providing support, Maison Fare establishes a deeper connection with its customers, cultivating a sense of community and inclusivity.

This trait will manifest in the brand’s tone of voice, where encouragement, understanding, and guidance are consistently provided, reinforcing that Maison Fare is there to help customers overcome any baking challenges they might face.

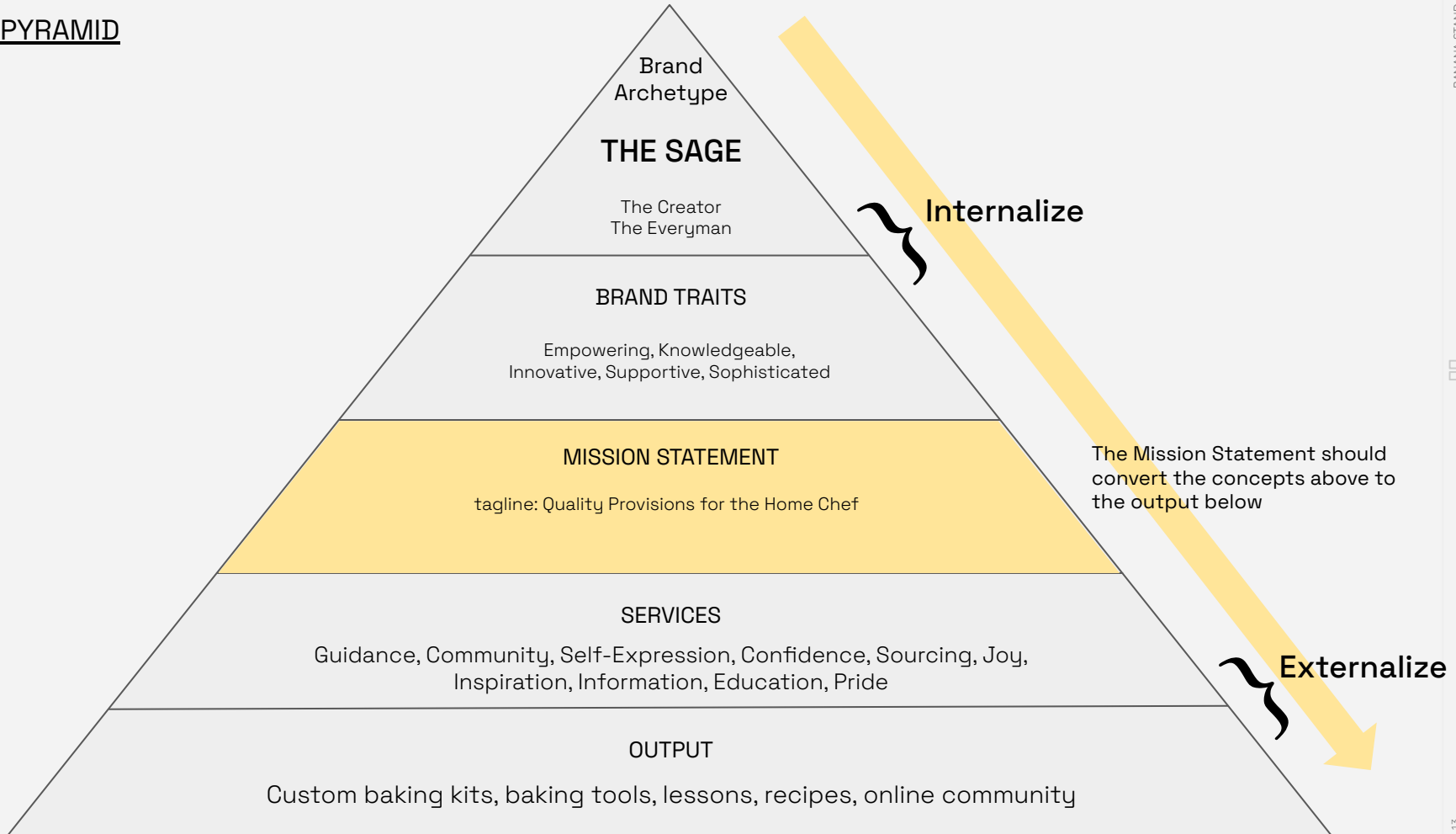
BRAND TRAIT

SOPHISTICATED

Maison Fare, as a premium and stylish brand, exhibits the sophisticated trait by presenting itself with elevated language and branding. This trait aligns with the Sage and Creator archetypes, as it reflects a refined understanding and respectful approach to the history of baking.

Sophistication is essential for the brand as it underscores its positioning at a higher price point than the competition, targeting a discerning audience who appreciates quality and style. This trait will be visible in the brand's visual aesthetic, the tone of its content, and its premium product presentation.

TOV PYRAMID



POSITIONING CONCEPTS

To reinforce Maison Fare's position as the Creative Sage, a number of strategies may be employed which will highlight the brand's unique archetypes and traits in tangible and relatable ways. Below are some proposed examples based on the TOV and Archetype Heat Map.

+ Deep Dive

An ongoing, online episodic content series where users are guided through advanced baking techniques, helping them to achieve mastery in the craft. This concept aligns with the Sage and Everyman archetypes, reinforcing the brand's commitment to an educated and elevated gourmet baking experience at home.

+ History in a Box

Monthly subscription boxes containing ingredients for a unique or international recipe coupled with detailed instructions and historical context builds upon elements of the Creator archetype. Not only will customers learn to bake various types of bread, but they will also enjoy a culinary journey that introduces them to global or historic gastronomy in a new and creative way.

+ You Do You

A competition inviting customers to create and submit their unique interpretations of traditional bread recipes using Maison Fare kits. This initiative would engage the Hero element of the Creator archetype, encouraging customers to be bold, express their creativity, and conquer baking challenges.

+ Provence Provenance

A campaign focused on the sourcing and quality of Maison Fare's ingredients, emphasizing its commitment to thoughtful, high-quality baking experiences. This concept fits well with the Sage and Ruler archetypes, demonstrating authority, mastery, knowledge, and sophistication in the realm of baking.

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.

Accomplishment

Flourish

Patisserie

Artisan

Gastronomy

Perfection

Authentic

Gourmet

Pinnacle

Craftsmanship

Handcrafted

Premium

Culinary

Hearth

Provenance

Culmination

Heirloom

Refined

Decadent

Indulgence

Satisfying

Delight

Innovation

Savor

Discovery

Inspirational

Sophisticated

Elevated

Journey

Techniques

Empowerment

Mastery

Thoughtful

Epicurean

Meticulous

Tradition

Exemplary

Nutrients

Transformation

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 customer’s submitted bake.

EXAMPLE TWO: Introduce a baking tip/hack.

EXAMPLE THREE: Announce the upcoming sale of an existing product.

EXAMPLE ONE

Present images of a customer's submitted
bake.

BRAND VOCABULARY

| | | |
|----------------|---------------|----------------|
| Accomplishment | Flourish | Patisserie |
| Artisan | Gastronomy | Perfection |
| Authentic | Gourmet | Pinnacle |
| Craftsmanship | Handcrafted | Premium |
| Culinary | Hearth | Provenance |
| Culmination | Heirloom | Refined |
| Decadent | Indulgence | Satisfying |
| Delight | Innovation | Savor |
| Discovery | Inspirational | Sophisticated |
| Elevated | Journey | Techniques |
| Empowerment | Mastery | Thoughtful |
| Epicurean | Meticulous | Tradition |
| Exemplary | Nutrients | Transformation |

EXAMPLE TWO

Introduce a baking tip/hack.

BRAND VOCABULARY

| | | |
|----------------|---------------|----------------|
| Accomplishment | Flourish | Patisserie |
| Artisan | Gastronomy | Perfection |
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EXAMPLE THREE

Announce the upcoming sale of an existing product.

BRAND VOCABULARY

Accomplishment

Artisan

Authentic

Craftsmanship

Culinary

Culmination

Decadent

Delight

Discovery

Elevated

Empowerment

Epicurean

Exemplary

Flourish

Gastronomy

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Perfection

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Satisfying

Savor

Sophisticated

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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.

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