

tone of voice

PRESENTATION

CLIENT: RUNNERS

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PHASES

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REMEMBER:

1. THIS IS AN INTERNAL DOCUMENT FOR CREATIVE GUIDANCE, NOT MEANT FOR PUBLIC USE, SHARING, OR LITERAL INTERPRETATION.
2. THIS GUIDE IS A ROADMAP FOR MOVING FORWARD, NOT A REFLECTION OF WHERE YOU CURRENTLY ARE.
3. THIS PRESENTATION IS FOR REVIEW - CHANGES CAN BE MADE IF NEEDED BEFORE THE TOV GUIDE IS PACKAGED UP.
4. THERE IS A LOT OF INFORMATION TO DIGEST HERE. SOME RESPONSES WILL BE INSTANT, SOME MIGHT TAKE SOME TIME TO FULLY ABSORB.

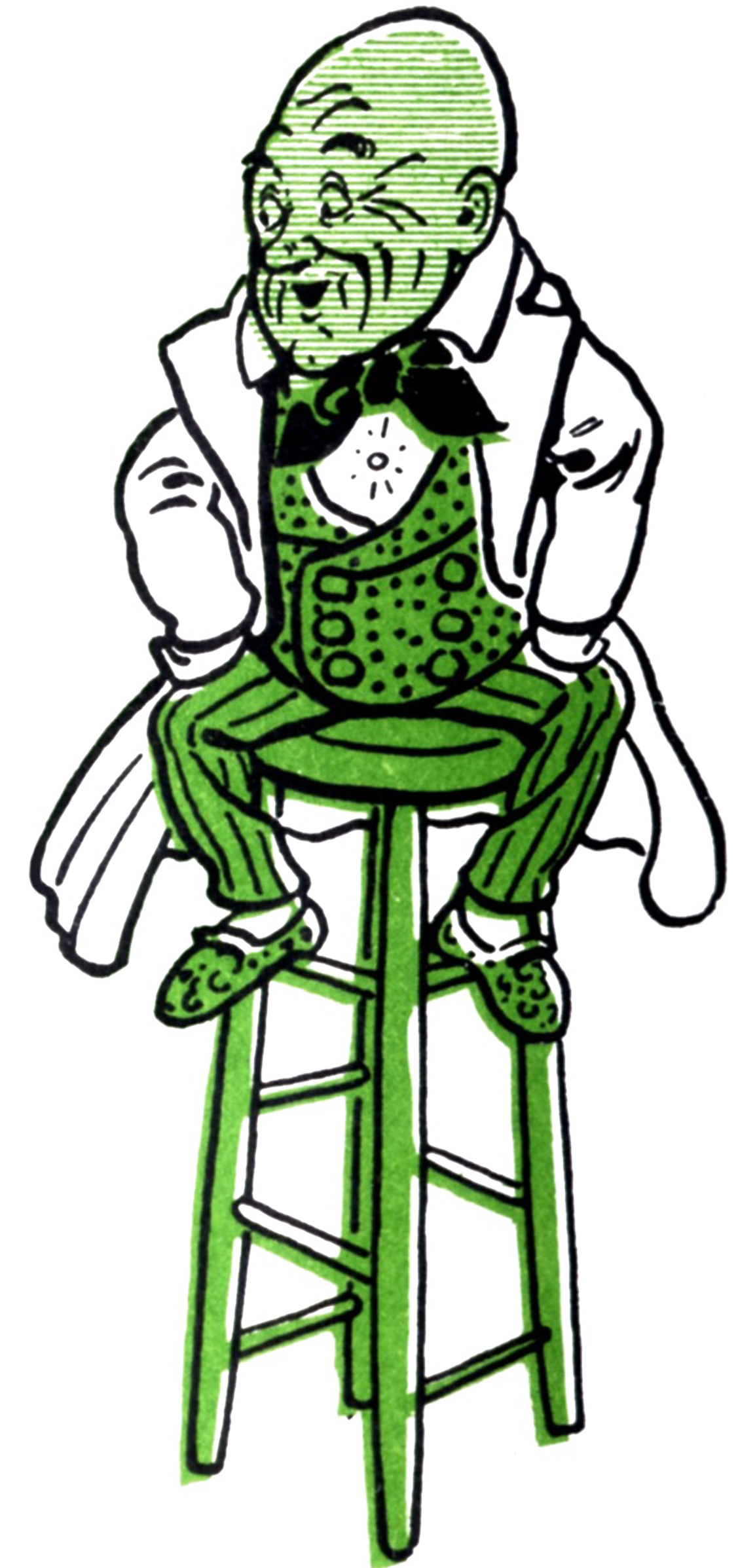
BUT FIRST ... A BOOK REPORT

THE WONDERFUL WORLD OF OZ

Originally written in 1900, The Wonderful World of Oz is an often misunderstood story, with initial (*and later*) focus on O.Z. himself, the reluctant but venerated leader of a people, inventor, and potentially mythical being able to take on many forms depending on the situation, as he appears to each who seek him in a form best suited for their needs.

When his terrestrial identity is revealed, he owns up to being a cantankerous stage magician who stumbled into his position of power but remained after feeling the need to use his innate gifts to help his loyal subjects. He humbly provides for others both physically and mentally/emotionally with an uncanny ability to re-purpose their *faith in him* as the catalyst for *their own transformation* – all without taking any credit, praise, or notoriety. In later books, he takes to physical inventions (cell-phones and robots/tik-tok in 1914, self-driving flying cars in 1941) to help those who seek his him.

The more well-known 1939 film is *actually* a story of transformation and magic – shown through the trials and tribulations of a cast of characters (a cowardly lion, a lost girl, etc.), in search of the mythical man who they believe can fix their problems for them.



*The Wizard as illustrated by
William Wallace Denslow (1900)*

BRAND ARCHETYPE

OSCAR ZOROASTER PHADRIG ISAAC NORMAN HENKLE EMMANUEL AMBROISE DIGGS

THE HUMBLE MAGICIAN

BOLD, BELOVED, CONFIDENT, COLLABORATIVE, INVENTIVE, TRUSTED

Runners are the *'ones behind the curtain'* - origin unknown, powers beyond imagination. Their reputation precedes them: shrouded by an aura of mystery, reverence, and wonder. Their methods are never overly transparent or oblique, but a natural blend of expertise without ego. Their single most powerful skill is the ability to help others realize their own maximum potential through clarity and thoughtful stewardship.

Humble by nature, Runners *generate* and *exude* an air of quiet confidence in order to build faith in the truth and skill behind their messaging abilities. This 'smoke-screen' functions as a method of attraction and intrigue while allowing principals to continuously work, build, and grow behind the scenes.

The **Magician** is a great practitioner of transformative feats who knows how to manipulate the elements and their surroundings to *bring the future to the present* and the *unlikely or impossible into reality* – always with a bit of flair and showmanship. This charismatic 'shadow archetype' offers the promise of change through imagination and capability. Runners' innate desire to connect with and amplify the best in others prompts and enables peers and clients to action, organically creating an active, engaged, and empowered community.

The **Humble Magician** derives joy and ultimately generates *shared* success by using their skills to elevate others.



WALT DISNEY

For all that he did to change the course of animation and film, Walt Disney rarely, if ever, made himself out to be the focus of attention – instead he brought joy to others and built a world of creation and quality, all from back stage.



BANKSY

It's surprising that one of the most famous (infamous?) contemporary artists is also the most reclusive, elusive, bordering on mythical personalities in the world. Would his/her/their work be as lauded without the mystery? A crutch, an affectation, or a necessity?



YODA

The most powerful and wise being in the universe ... no big deal. Sleeps in a tree, owns one shirt. A mentor, a fighter, a guide, a total mystery.

“You will find only what you bring in.”

** internalize all*

BRAND TRAITS

BOLD

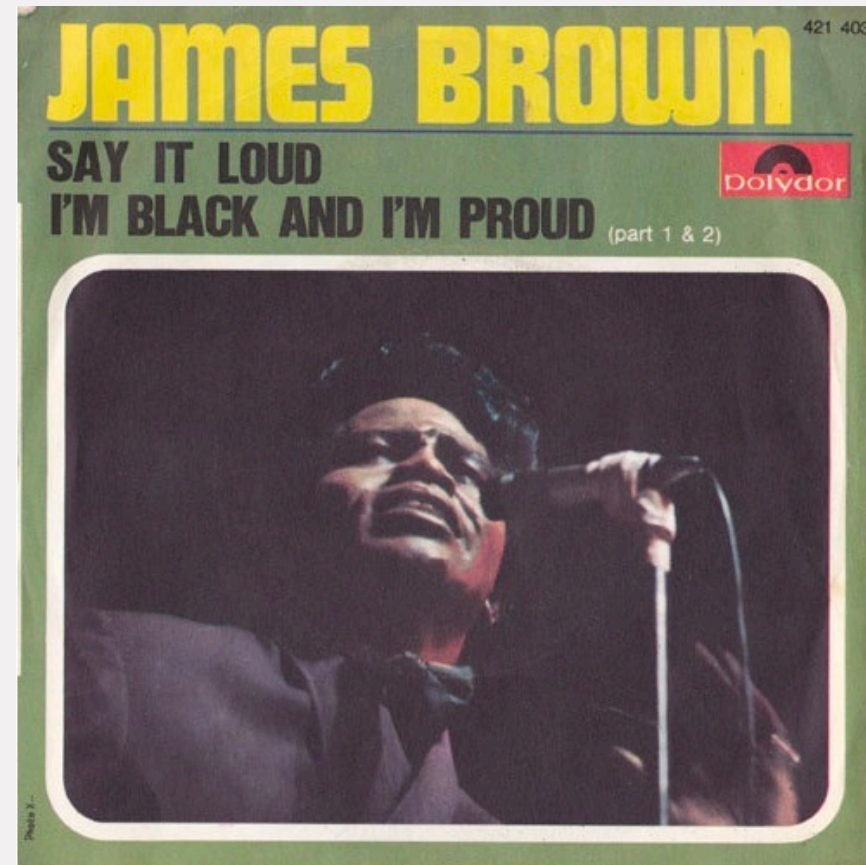
COLLABORATIVE

BELOVED

INVENTIVE

CONFIDENT

TRUSTED



BOLD

What is a Magician if they're not bold? Resolute conviction, unshakable confidence, and concrete priorities and goals aren't just second nature ... they're part of our plan. This isn't a hobby – this is a lifestyle.

We own our brand identity and show our confidence through exhibited behavior and output. We have an opinion and are always honest - regardless of acceptable norms or outcomes. We believe that a bold voice leads every great movement or message.



BELOVED

Runners is beloved by peers and clients, past and present. Building and maintaining great relationships is a defining characteristic of the brand, as we are acutely aware that referrals and returns are the direct result of being known, understood, respected, and liked by others.

Creating a nurturing and harmonious work environment is a top priority to ensure that others recognize and reciprocate the time, energy, and care that we put into every aspect of our brand.



CONFIDENT

A key element in building trust and respect with clients and peers is confidence – but an over-abundance can easily be misread as arrogance or ego. We exhibit confidence through our actions as well as through certainty when faced with a creative challenge or dispute – but always with tact and foresight, never with blind conviction or conceit.

As long as we remain confident in our abilities, compromise and understanding should not shake our foundation, but function as learning and bonding opportunities.



COLLABORATIVE

Runners are not simply hired hands. Each project forms a **creative bond between us and the client**: a symbiotic relationship built on trust and a shared goal of focused expression, regardless of the look, feel, or style. Investing time and effort to ensure that clients feel seen and heard strengthens the relationship and keeps them coming back for more.

In addition to client work, we make regular efforts to cultivate cultural, peer, and community relationships to continuously grow and multiply reach through strategic partnerships and collaborations.



INVENTIVE

We are building and maintaining an ever-expanding library of skills and abilities with which we test and push the boundaries of possibility, technically and creatively. We pride ourselves on our capacity to bend, re-frame, and re-imagine our approach to suit any challenge or need. By identifying problem areas, roadblocks, and pain points, we focus on **creative solutions to practical problems - or practical solutions to creative problems!** If the tool or resource needed doesn't exist, we are ready and willing to build it, make it, or find a path around it.

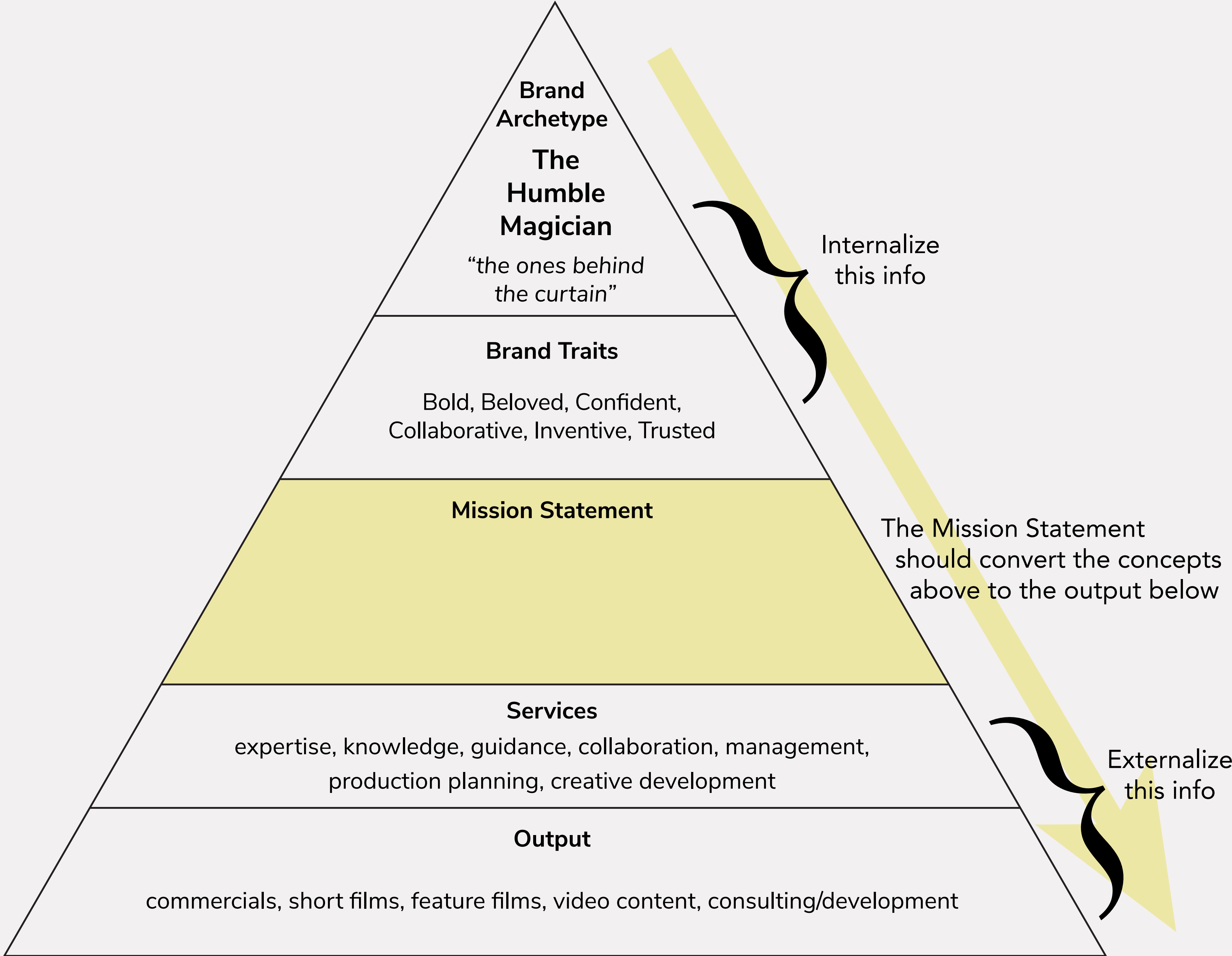


TRUSTED

We build lasting relationships through a foundation of trust. Asking a client to put their brand and message in our hands comes with great responsibility, which we take very seriously. Our expertise, quality, and professionalism are consistently **demonstrated and observed** rather than pontificated.

Trust is also earned through collaboration with established brands and partners.

TOV PYRAMID



DO'S AND DON'TS

* THE RULES THAT WE CHECK ALL WRITTEN CONTENT AGAINST

USE COLLECTIVE VOICE: WE, US, OUR	USE SINGULAR VOICE: I, ME, MINE
SPEAK FROM A NEUTRAL OR SLIGHTLY MALE TONE AND POV	SPEAK FROM A FEMININE OR OVERLY MASCULINE POV
KNOW THAT YOU ARE NOT PERFECT, THAT YOU ARE HUMAN	SPEAK DOWN TO OTHERS, EXPRESS EGO, BE DEFENSIVE
FOCUS ON THE FUTURE: ATTRACTION, BE A BEACON/MAGNET	DWELL ON THE PAST OR INTERNAL TARGETS
PRESENT A CURRENT STYLE, FOCUSING ON THE NOW, TRENDS	PRESENT AS OVERLY MODERN, EDGEY, OR OLD/CLASSIC IN STYLE
BE CONCISE AND WORLDLY IN YOUR USE OF LANGUAGE/REFERENCES	MEANDER OR DUMB DOWN REFERENCES FOR THE SAKE OF LAYMEN
SELL SOLUTIONS AND YOUR SIGNATURE STYLE	SELL SERVICES OR GENERIC OUTPUT
PRESENT PERSONALITY AS “MAXIMAL” – ALWAYS ON, 8 OUT OF 10	PRESENT AS “MINIMAL”, UNDERSTATED OR MEEK
KEEP PRINCIPALS AND OTHERS SOMEWHAT MYSTERIOUS	BE OVERLY FORTHCOMING WITH PERSONAL STORIES / VOICES
FOCUS ON CLIENT STORIES, HISTORY, NEEDS AND SOLUTIONS	FOCUS ON INTERNAL STORIES, HISTORY
FOCUS ON SHOWING OVER TELLING - VISUALS, DEMONSTRATIONS	FOCUS ON TELLING OVER SHOWING - STORIES, EXPLANATIONS
BE HUMBLE IN PRESENTING SUCCESSES, AWARDS, ACHIEVEMENTS	BE BOASTFUL OR EGOTISTICAL WITH ACHIEVEMENTS OR TALENT
BE ASPIRATIONAL AND EXCLUSIVE IN ACCESSIBILITY/PRICE/PRESENTATION	PRESENT AS OVERLY ACCESSIBLE, MUNDANE, OR INDISCRIMINATING
SHARE STANCES AND FEELINGS ON SOCIAL ISSUES	SHARE STANCES OR FEELINGS ON POLITICAL ISSUES
USE COMMON LANGUAGE, TERMS, VOCABULARY	LEAN ON JARGON, INDUSTRY OR SPECIALIST TERMS/VOCABULARY
BE SERIOUS IN TONE, BRUTALLY HONEST WHEN NEEDED, FACTUAL, FRANK	BE SILLY, SOFT, OR PANDERING
BE CLEAN AND CLASSY IN YOUR LANGUAGE	USE PROFANITY, INSULTS, NEGATIVITY, DARK, DEPRESSING LANGUAGE
BE INCLUSIVE, ACTIVE AND SUPPORTIVE OF ALL COMMUNITIES/LIFESTYLES	CLOSE DOORS, IGNORE OR DENIGRATE ANY LIFESTYLES/PEOPLE
TELL AND INSTRUCT IN YOUR CTAs, BE DIRECT AND SIMPLE	GENTLY ASK, PITIFULLY BEG, OR PRESSURE THROUGH GUILT

BRAND VOCABULARY

COMMUNITY / COMMUNAL

COLLABORATIVE

PARTNERS

RESOURCES

RELATIONSHIPS

CREATIVE

CONTENT

INVENT / INVENTIVE

IMAGINATIVE / IMAGINATION

INSPIRING / INSPIRED

PERSONALITY

FUN

HONEST

TRUTHFUL

CONFIDENT

CARE / CARING

APPROACHABLE

THOUGHT / THOUGHTFUL

CURIOUS

FLEXIBLE

ADAPTABLE

OPEN

FRIENDLY

RELIABLE

BIGGER

BOLDER

SHIFT

AUGMENT

TRANSFORM

PIONEERING

EMPOWERING

ENTERTAINING

UNIQUE

ORIGINAL

CULTURED

TRUST / TRUSTED

QUALITY

POWERFUL

WONDER

INTEGRITY

NEW

ASPIRATIONAL

TRANSFORMATIONAL

RESONATE

VALUES

EXPERTISE

SKILL

ABILITY

EXPRESSION

FOCUS

POSSIBILITY

ART

FILM

PROJECT

STORY

IDEA

RELEASE

EXAMPLES + EXERCISES

SPEAK ABOUT THE BELOW IN
YOUR NEW TONE OF VOICE

CURRENT PROJECT JUST WRAPPED

YOU WON AN AWARD FOR A CLIENT PROJECT

PITCH DECK FOR A DOG FOOD COMMERCIAL

*OPENING LINE

WHAT'S NEXT?

Your TOV Guide outlines the verbal and psychological character of your brand's messaging, creating a consistent and memorable 'persona' that your clients, co-workers, consumers, and peers can engage and interact with, as well as use as their own voice when speaking publicly on behalf of the brand.

Your guide will also prove useful as you create or complete the rest of your Foundational Creative Assets, such as your Identity System, Website, or Print Collateral – enabling informed creative decision-making and a cohesive voice throughout.

Your completed TOV Guide will be edited (*if needed*) and packaged as a PDF which you can share internally, utilize as on-boarding material for new hires or as 'bumpers' for social, web, and print copy use, and to extract inspiration and guidance from whenever needed.