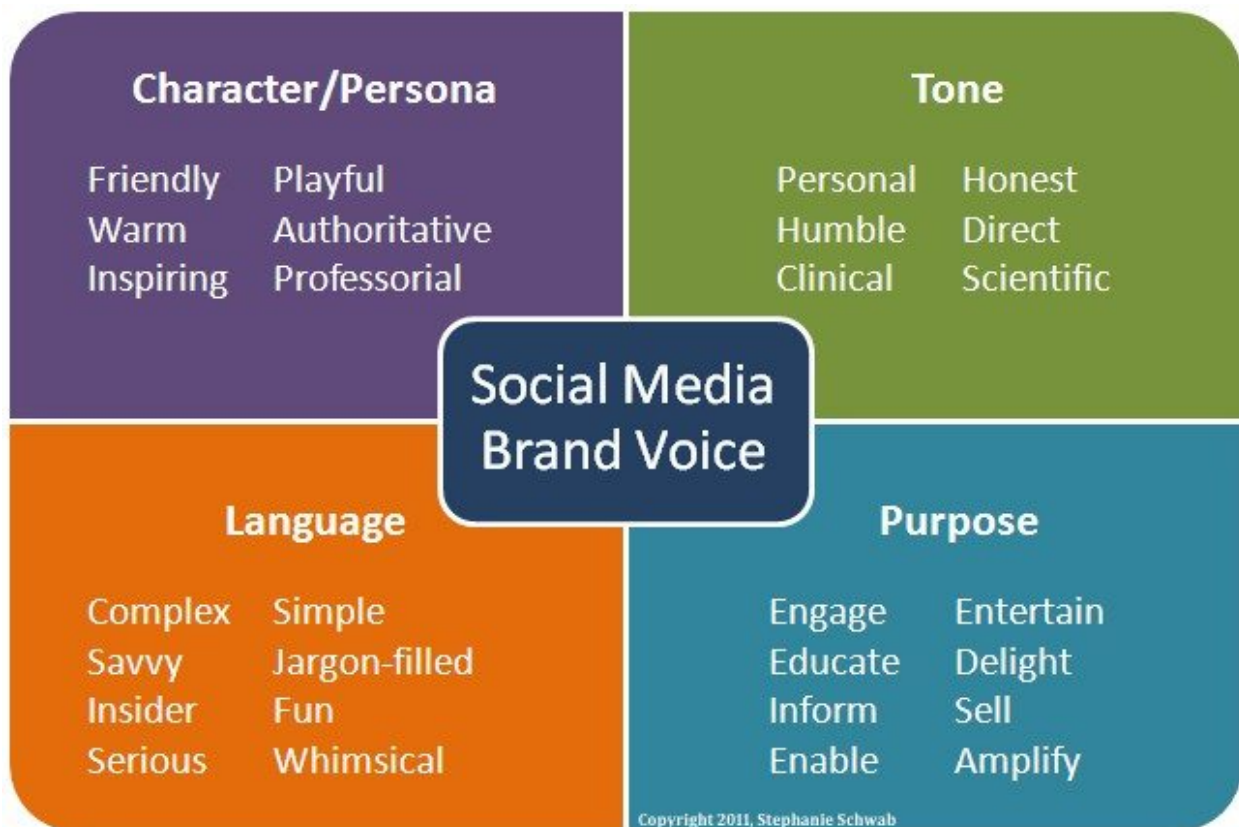


# Brand Voice

Brand voice is the way you talk to your customers and is defined by your brand's style of communication. Your brand voice is directed to your target audience, and it can have any style, as long as it feels true to your brand values and persona—be it authoritative, playful, intellectual, ominous, kind or fun.

The following graph can be used to identify your brand voice to your customers. Just as you communicate in a specific way with your family, friends, partners and colleagues, there's also a way to communicate specifically with your customer base.



Consumers invest more in brands when there is an emotional connection, rather than with brands that dish out uninspired, disconnected content. In the end, it's less about what you say—it's about *how* you say it. Avenues for expressing your brand voice include, but are certainly not limited to — email, website copy, press releases, packaging, ads, and social media platforms.