



# deep dive

brand voice and personality's impact



# what is a brand voice and personality?

## introduction

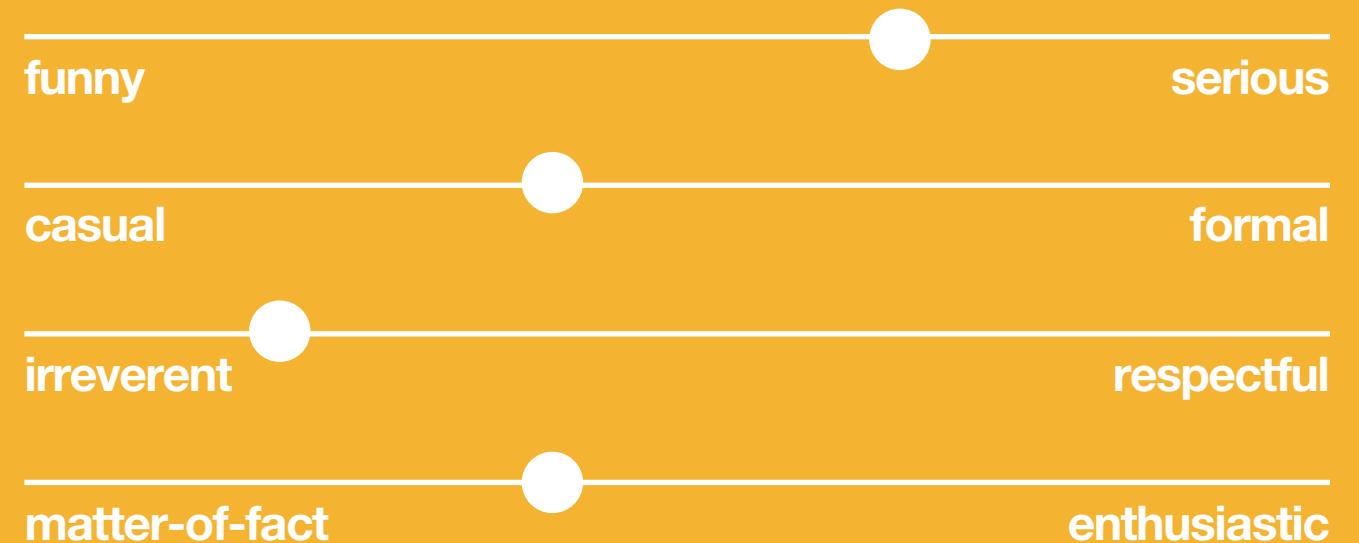
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What do a brand voice and personality have to do with your company?

A whole lot! Your brand voice is represented by the specific words you choose to convey your brand to the public. Your brand personality refers to how you deliver those words and communicate with your audience. It's important that your brand voice and brand personality are in synch and that they feel authentic together.

Consistency is important for maximizing your impression on your audience. Staying consistent with your marketing and communications helps you build familiarity and trust with potential buyers. Defining and implementing your brand voice and personality breeds consistency across all channels.

What is your tone of voice?



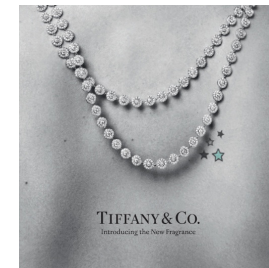
# brand voice & personality examples



## Wendy's

sassy, opinionated, humorous

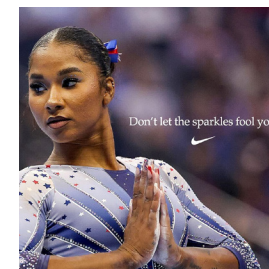
Wendy's is known on X for roasting anybody and everybody. Its content often goes viral for its fearless and funny attitude. The brand even started "National Roast Day" in 2018.



## Tiffany & Co.

chic, timeless, graceful

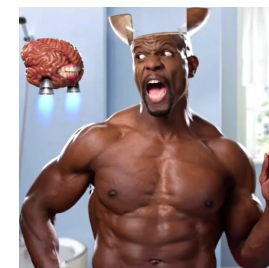
Tiffany & Co. is the picture of elegance. Its voice was inspired by beautiful and sophisticated New Yorker that Audrey Hepburn portrayed in the film "Breakfast at Tiffany's."



## Nike

inspirational, bold, confident

"Just do it." Nike has centered their voice on those three words. The brand promotes grit, empowerment and motivation in all that they do.



## Old Spice

humorous, masculine, random

Old Spice is daringly funny and even strange, while exuding the confidence required to pull off that attitude. One example of copy about their after shave: "If your grandfather hadn't worn it, you wouldn't exist."



client example

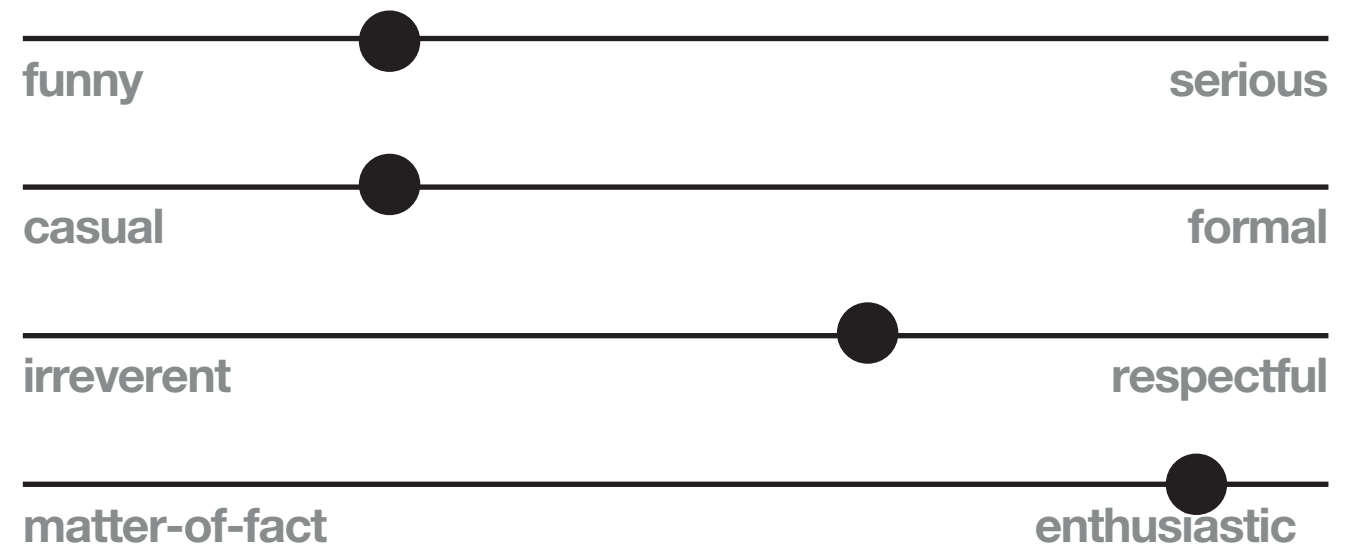
# C4K's brand voice and personality

## client example

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Care 4 Kids is a nonprofit organization in Toledo, Ohio that's focused on children. They host a coat drive each fall. For 2024, we leaned into their fun, whimsical, child-friendly voice.

Here is C4K's tone of voice:





without brand voice and personality

with brand voice and personality

**HOW YOU CAN HELP**

Donate a Coat Here    Make a Cash Donation at [icareforkids.org](http://icareforkids.org)    Order Online via our Amazon Wish List

**Why New Coats?**  
Hygiene & Safety, Durability, Pride & Confidence

**WARM HEARTS WARM COATS**  
CARE FOR KIDS COAT DRIVE

Help us reach our goal of  
**2,000 COATS**  
for kids in our community!

**DONATE**  
SEPT 21 - DEC 5

Coat Requirements  
New, gender-neutral coats  
sizes 7/8 to Adult Large

Learn more and get involved:  
[icareforkids.org](http://icareforkids.org)

**“The sheer joy radiating from the children’s faces when they got to pick a coat and take it home that day was amazing.”**  
Gerri Peters  
Boys and Girls Clubs of Toledo

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**REGISTER FOR THE SEPT 21 COAT DRIVE KICKOFF EVENT**

- Network with local changemakers
- Enjoy a Mud Hens game from the best seats in the house
- Participate in a panel discussion on philanthropy
- Directly impact the lives of children in need

**THANK YOU**

**TOLEDO MUD HENS!**  
GOLD SPONSOR

**MEET OUR MC!**

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We hope to see you there!

**THANK YOU**

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## the impact

Using C4K's brand voice and personality, we're able to convey much more emotion and personality in their social media posts and print media.

When we don't use their brand voice and personality in design, we lose the connection to our audience and playful attitude.

the  
impact





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# thank you

we're a branding, advertising and design agency that focuses on the influence branding and creative have over the decision-making process.

An agency of

