

Finding your voice

What is voice?

There's an old maxim.

It's not what you say...

It's not what you say....
it's how you say it.

But...

It's not just what you say
and how you say it.

It's actually what you say,

It's actually what you say, how you say it,

It's actually what you say, how you say it,
where you say it....

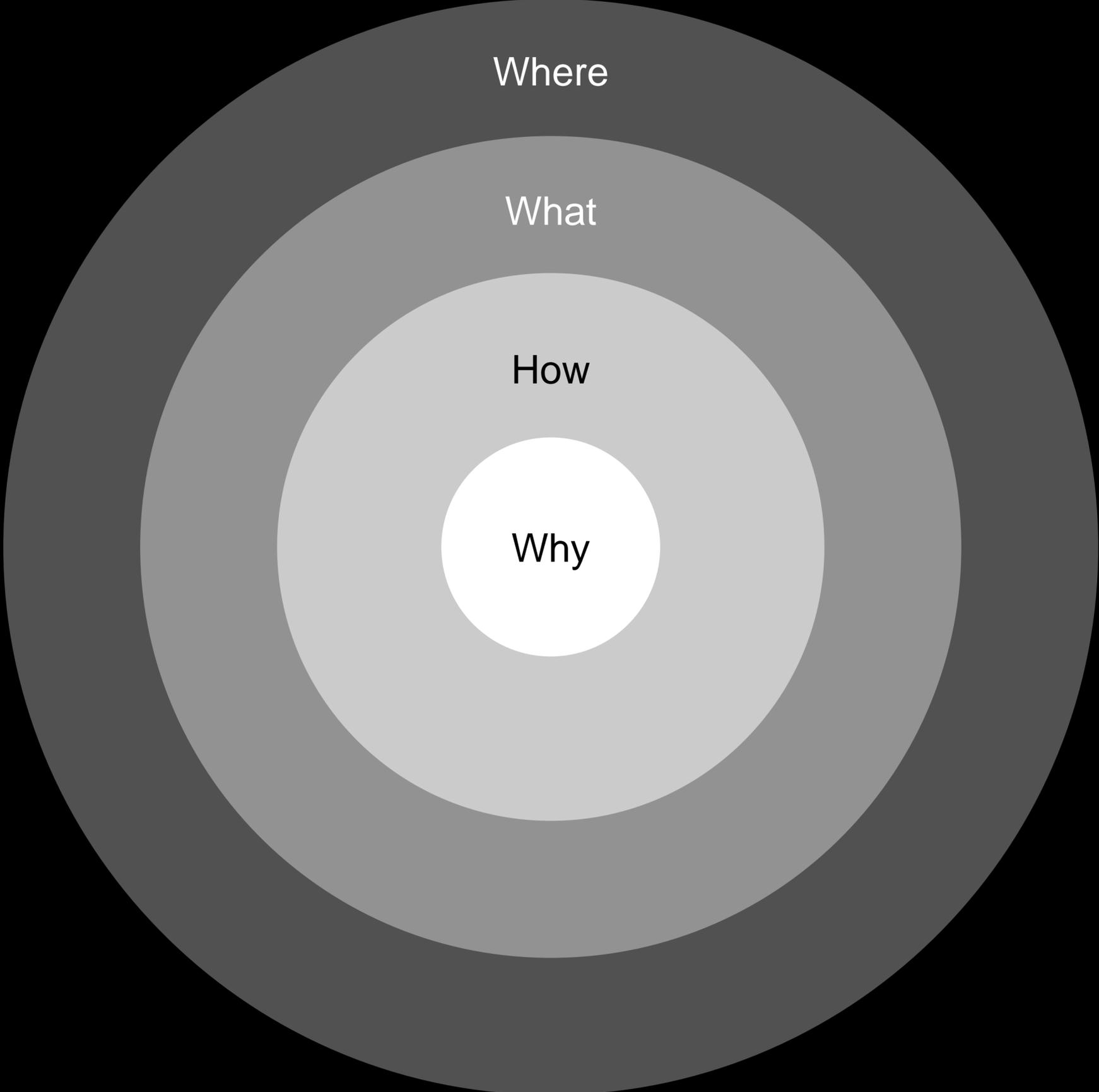
It's actually what you say, how you say it,
where you say it... and why you're
even saying it in the first place.

(But that's a bit less snappy isn't it?)

Where do I start?

“Start with why”

Simon Sinek

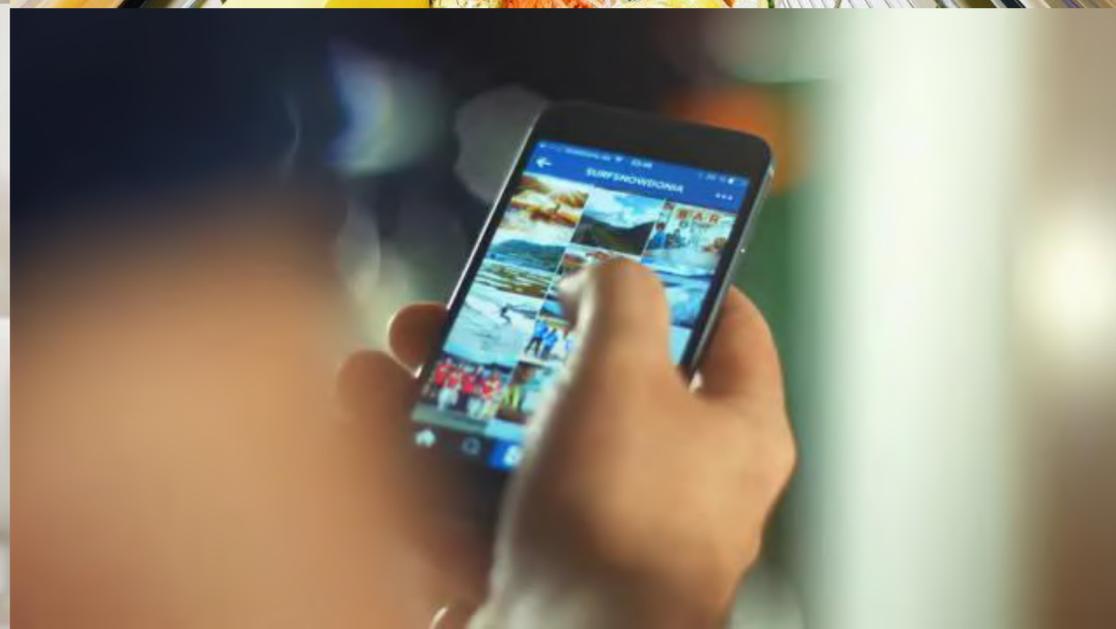


Where

What

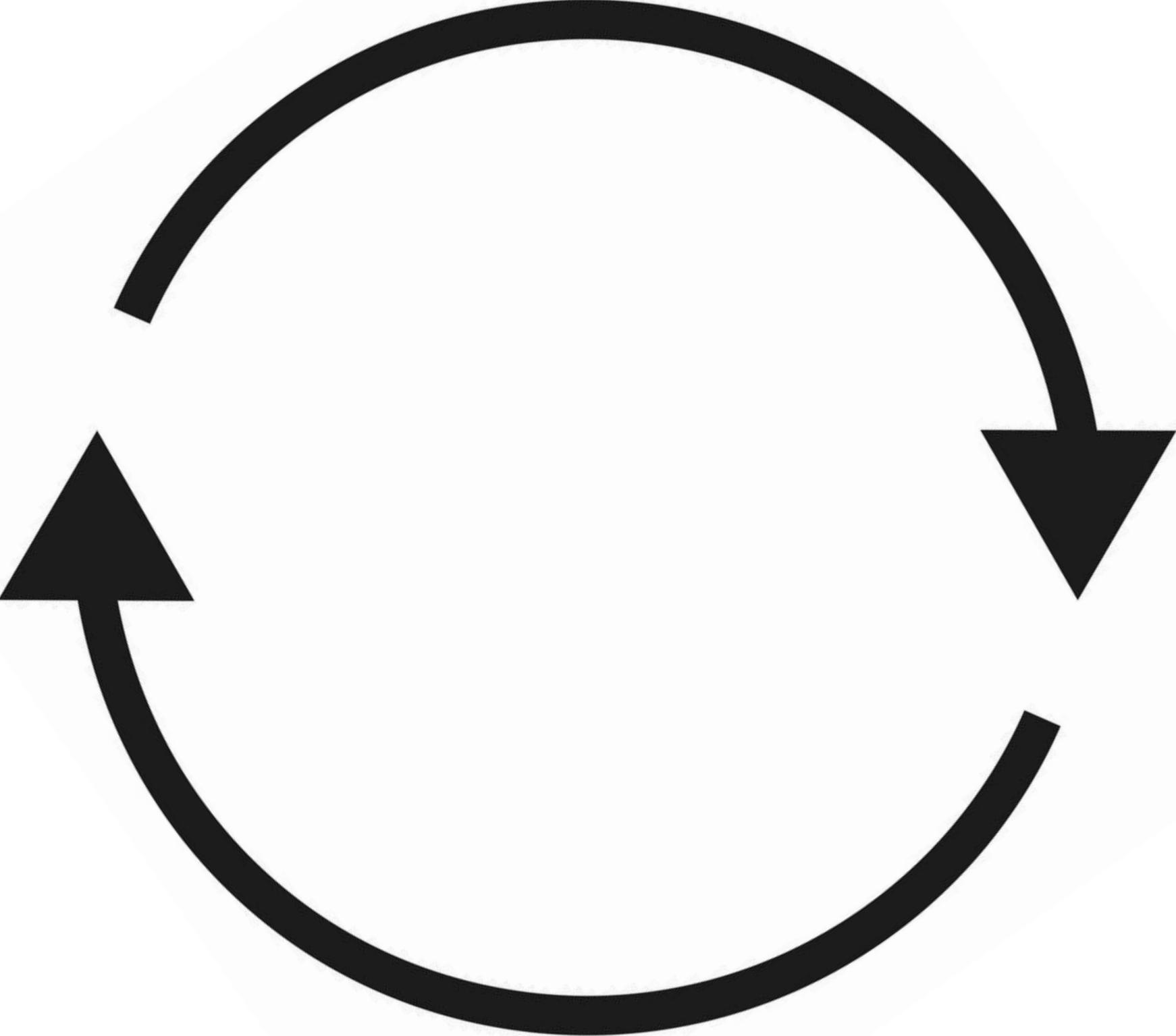
How

Why



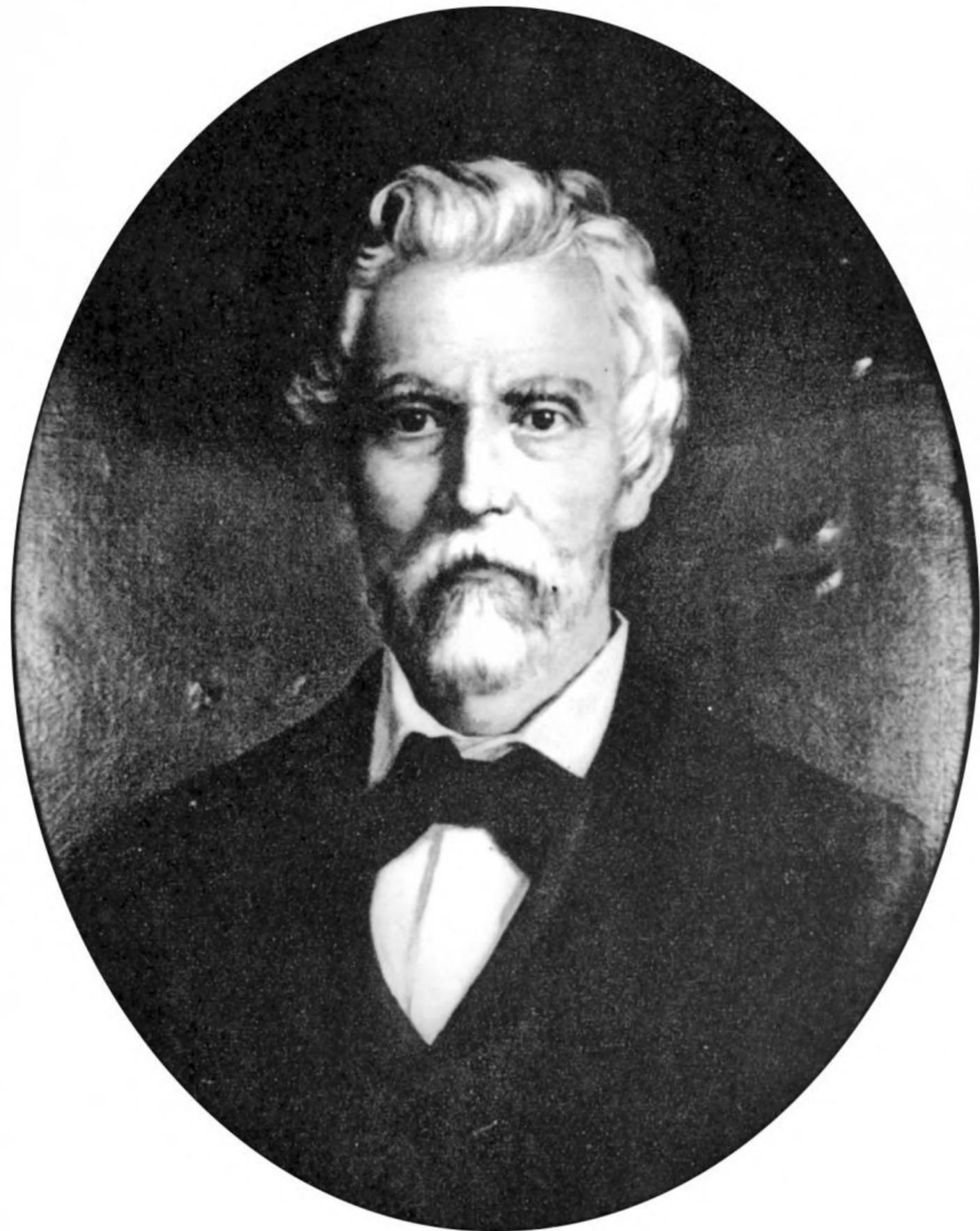
Words

Experience



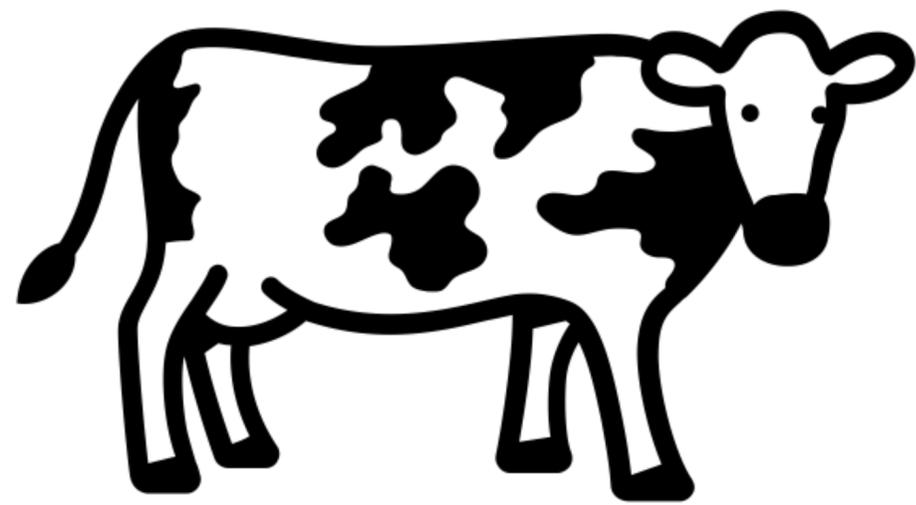
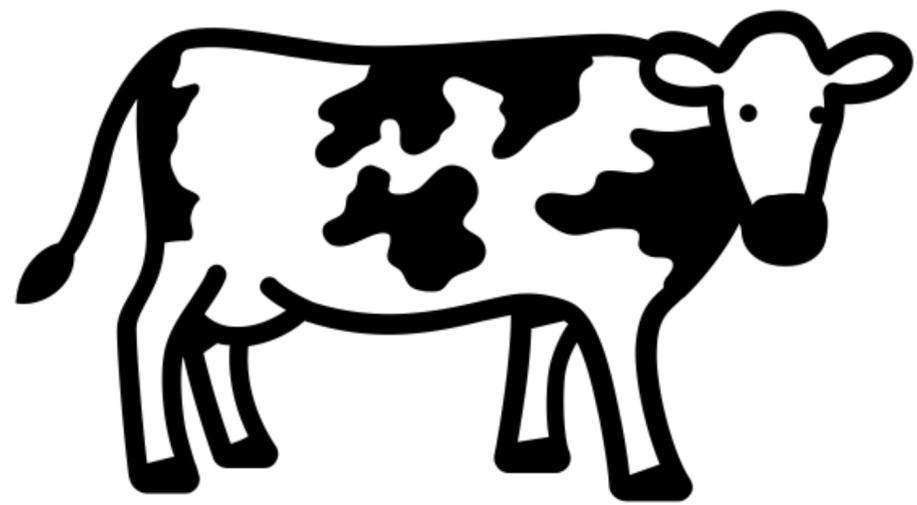
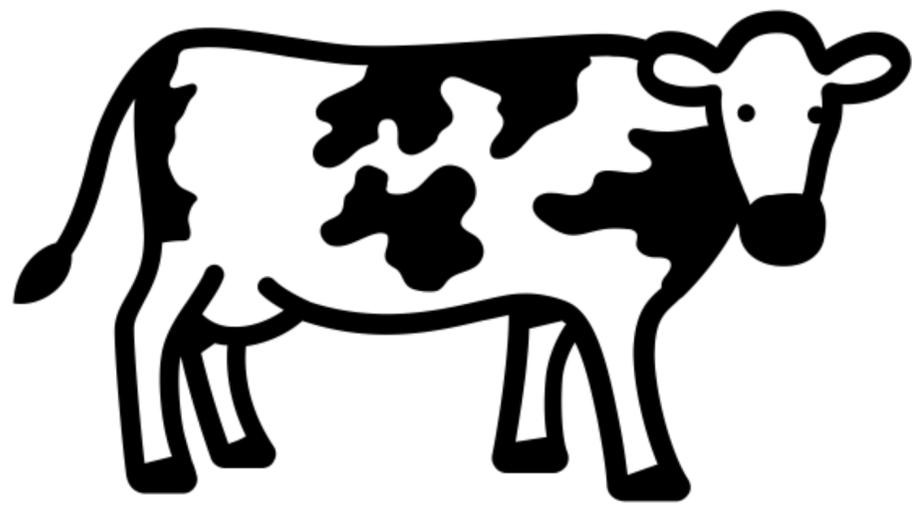
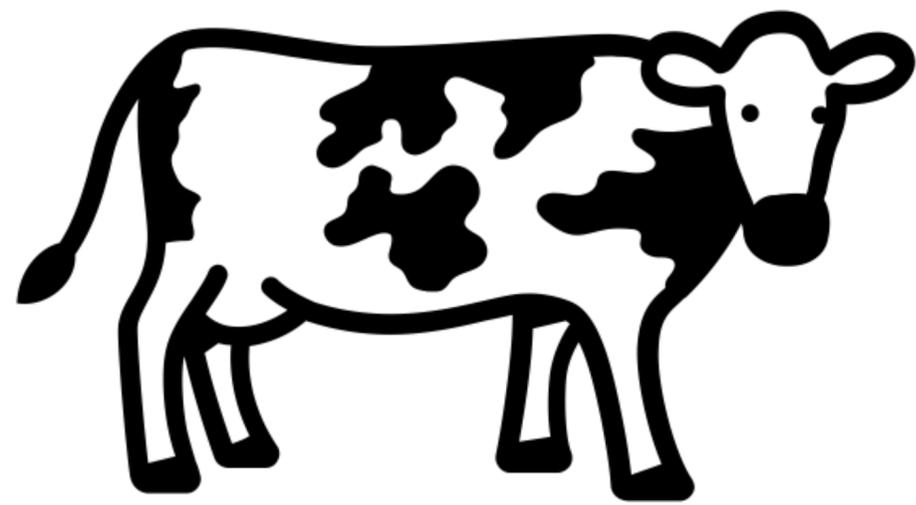
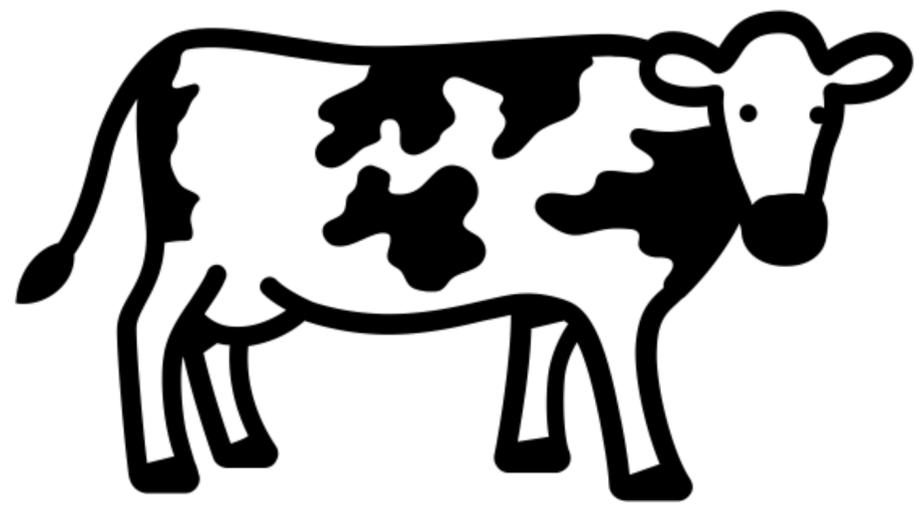
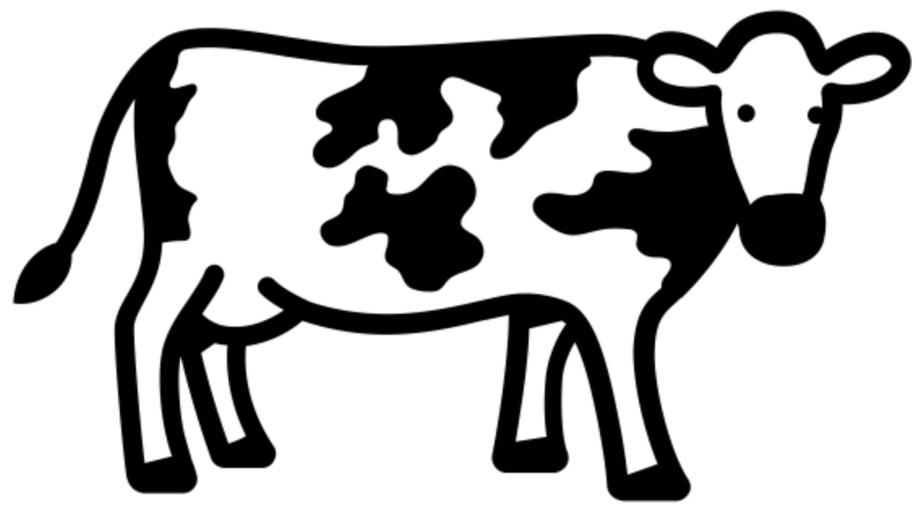
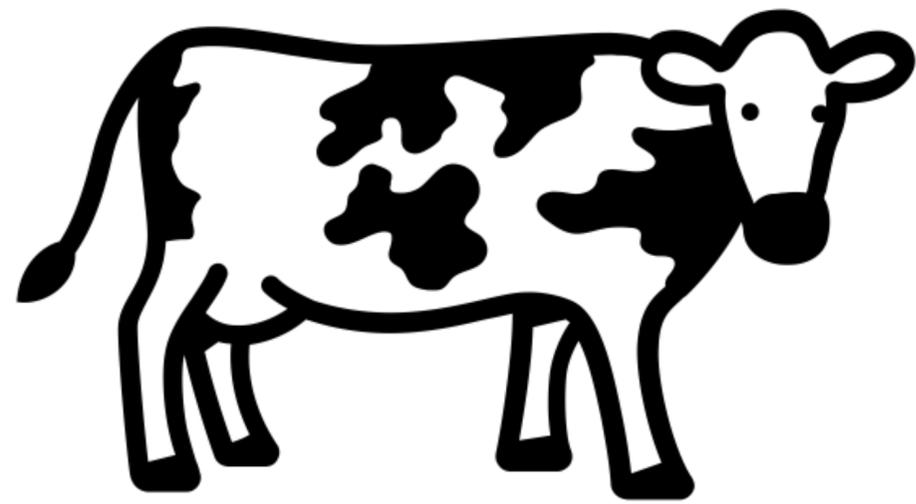
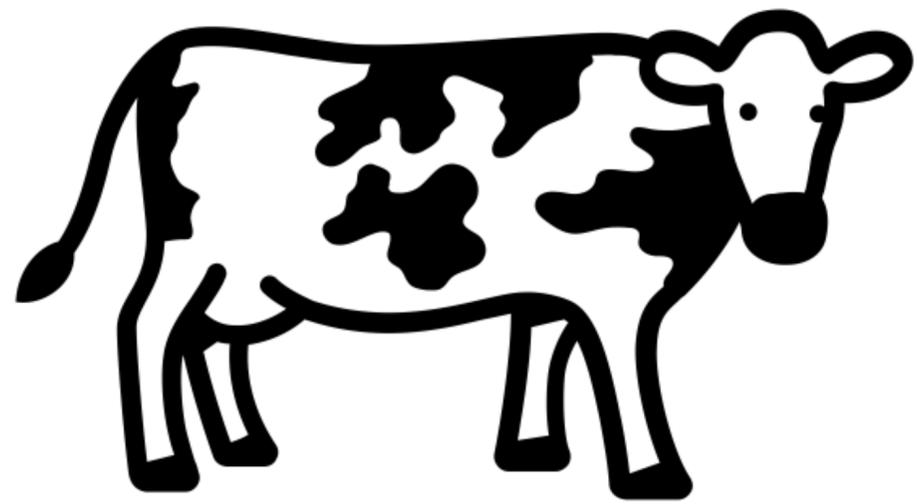
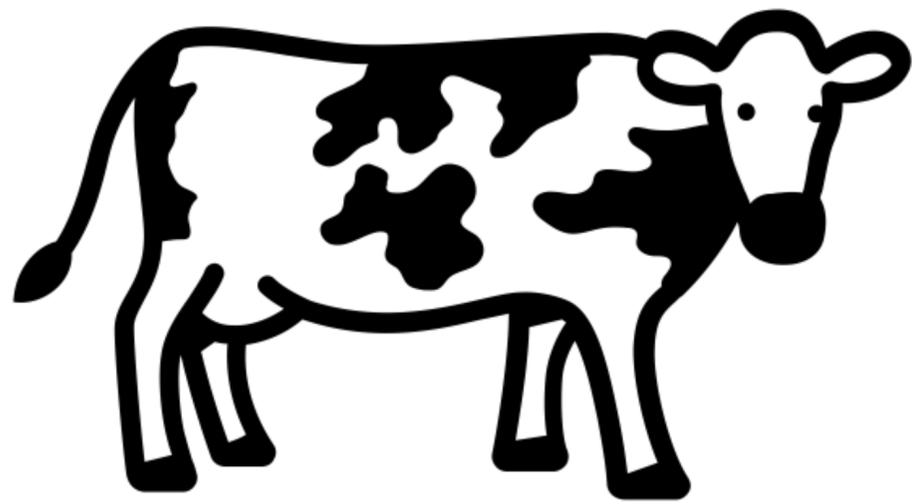
How can it help build brands?

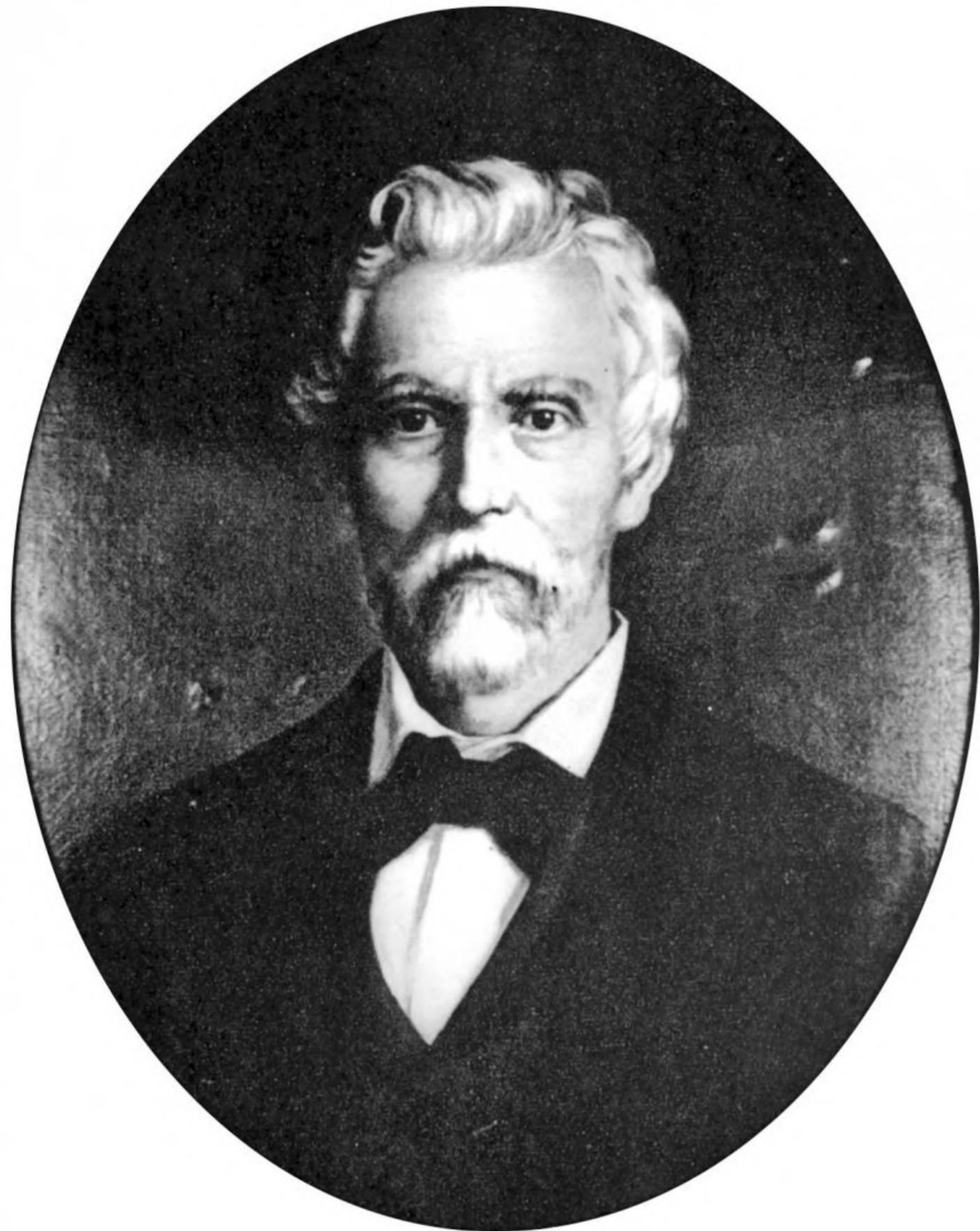
Well, it starts with an old Texan.



Samuel Augustus Maverick

Samuel A Maverick







Cow Escape
POCATELLO

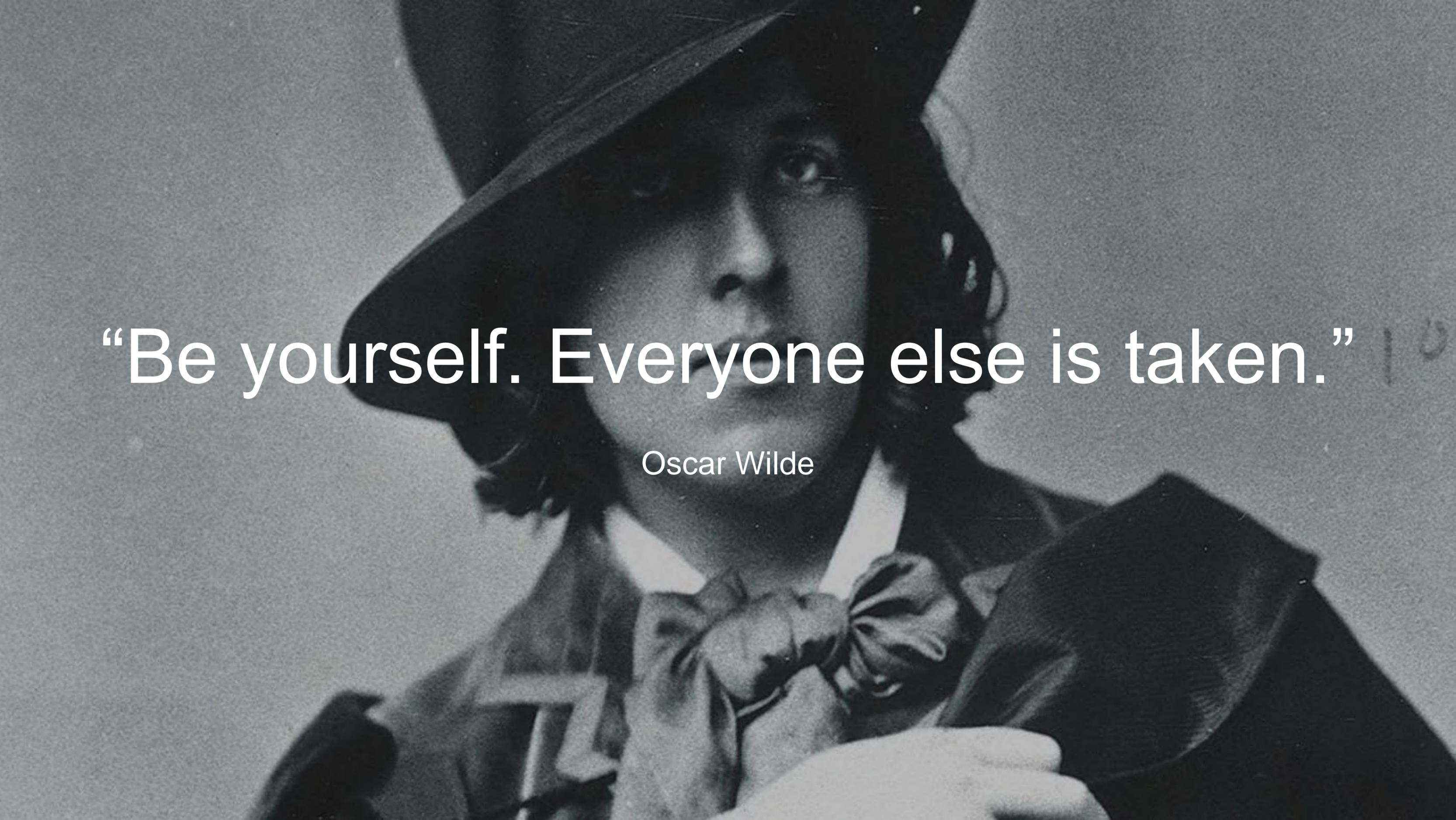


maverick

Because even when you're
not saying something, that
says something about you.

So say something.



A black and white photograph of two people. In the foreground, a woman is shown from the chest up, wearing a large, dark, wide-brimmed hat and a dark jacket with a light-colored, ruffled collar. She is looking slightly to the right. In the background, a man is partially visible, wearing a dark top hat and a dark suit jacket. The background is a plain, light-colored wall. Overlaid on the image is a quote in white text.

“Be yourself. Everyone else is taken.”

Oscar Wilde

And when you do it well, people will stick with you through thick and thin.



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

Believe in something. Even if it means sacrificing everything.

 Just do it.

So how do I make
my voice distinctive?

The art to making your voice heard
is knowing - very, very clearly -
what you want to say.

Then saying it.

Saying it again.

And keeping on saying it in
new, different, better ways.

A bit like...

“The Patron Saint of Tone of Voice”




innocent[®]
pure fruit smoothie
mangoes &
passion fruits


innocent[™]
pure fruit smoothie
kiwis, apples
& limes


innocent[®]
pure fruit smoothie
strawberries
& bananas


innocent[®]
pure fruit smoothie
mangoes &
passion fruits


innocent[™]
pure fruit smoothie
kiwis, apples
& limes

“Help people live well and die old”



And they do it whether they're talking about their product...

...responding to whinges about their prices...

...or up to all sorts of weird and wonderful things.



magnificent mango

Mangoes and passion fruits is one of our top three selling recipes ever. You'd probably think it was OK, and that we should leave it alone. But the good stuff needs improving too, or else it'll end up being a bit ordinary. So we've made this recipe better by adding a little bit of peach to the recipe too. We hope you enjoy the renovations.

- ✓ 2 portions of fruit
- ✓ contains 7 different types of fruit
- ✓ is a source of vitamin c

Like 11 Tweet G+

your reviews

● ● ● ● ● (436 reviews)

read the reviews rate it

Or if you have a question/issue and would like someone to get back to you email hello@innocentdrinks.co.uk

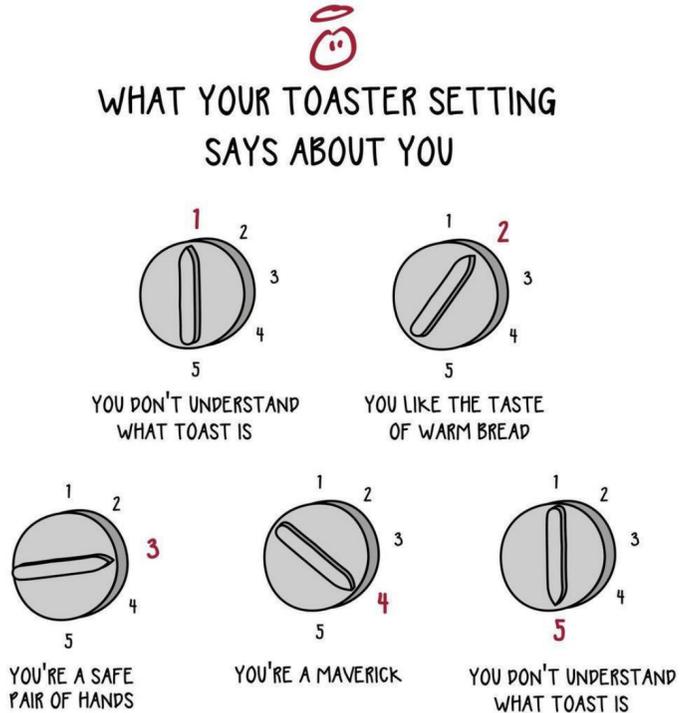
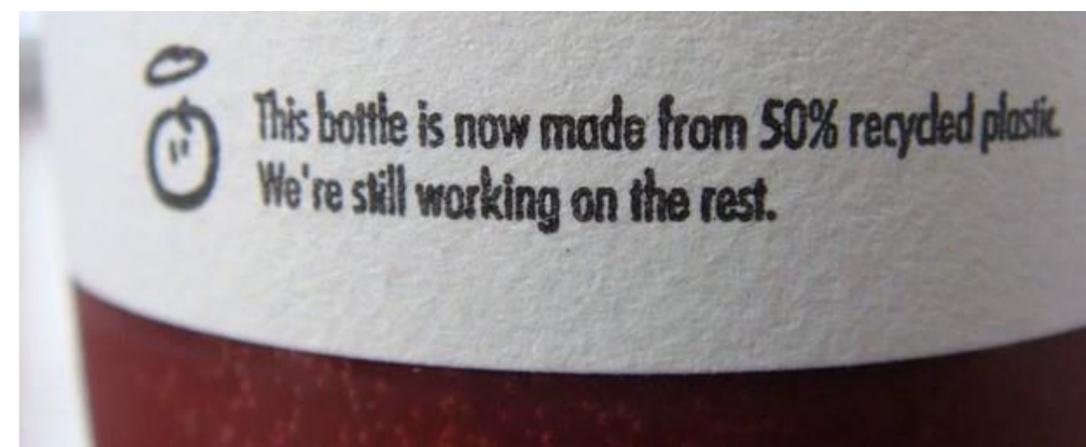
a nice picture | ingredients | nutrition



alphonso* mangos taste better. which also means they're pricey. sorry. (they are really nice though.)

innocent by nature

*we don't mean the down



WHAT YOUR TOASTER SETTING SAYS ABOUT YOU

1 2 3 4 5

YOU DON'T UNDERSTAND WHAT TOAST IS

1 2 3 4 5

YOU LIKE THE TASTE OF WARM BREAD

1 2 3 4 5

YOU'RE A SAFE PAIR OF HANDS

1 2 3 4 5

YOU'RE A MAVERICK

1 2 3 4 5

YOU DON'T UNDERSTAND WHAT TOAST IS

How can I make sure I drink my 2 litres every day?

If you are one of those people who just doesn't like water, or you're just a bit lazy, there are all sorts of ways in which you can make it easier to get your daily intake, and make it more palatable too.

Apple icon: Add a splash of fruit juice or a slice of lemon or lime to a glass of water.

Bottle icon: Fill up a 2-litre bottle when you get to work, stick it on your desk and don't go home until it's finished.

Lemon slice icon: Drink hot water with a bit of lemon or ginger instead of tea or coffee.

Stick figure icon: Walk around with your mouth open when it's raining.

“The Patron Saint of Tone of Voice’s
Rebellious Offspring”

The Ugly Truth

We're not here to give you wings, or ask you to taste the feeling.
We're here to expose the Ugly truth and make good on our promises.

Nothing artificial. No bullshit. No compromise.

It's time to get real.
It's time to get Ugly.

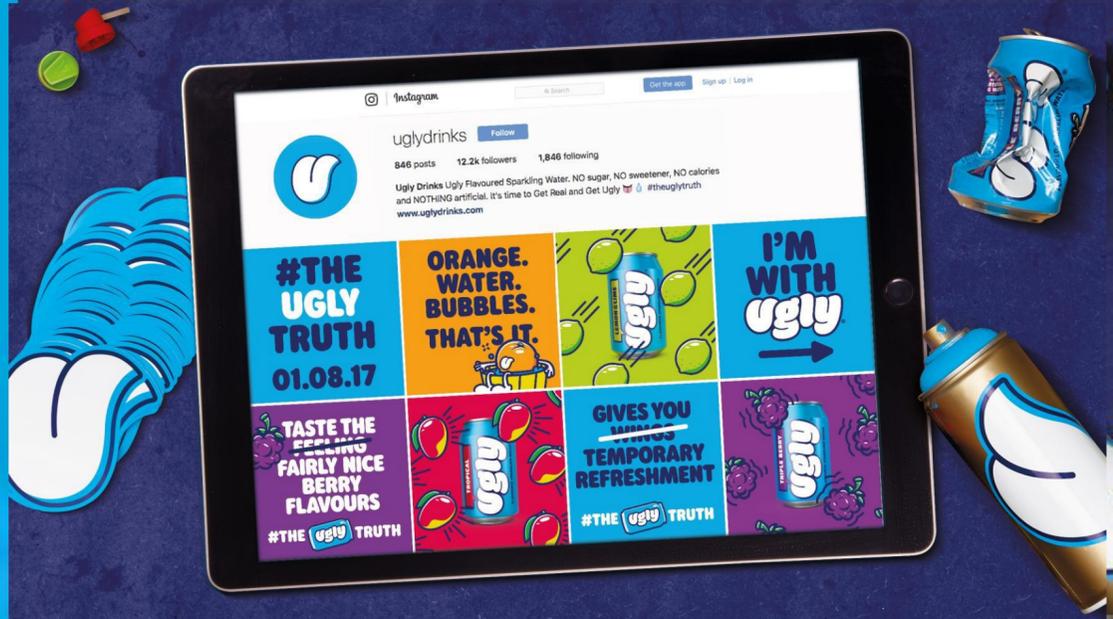
We Are...

Real
Unconventional
Good
Revels
A drink

We Are Not...

Artificial
Random
Worthy
Anarchists
A dream

Get Real. Get Ugly.



What do I need?

Three key building blocks.

Content

What it says.

Structure

How it looks.

Tone

The way it feels.

Content

When it comes to telling your story.
More is more.

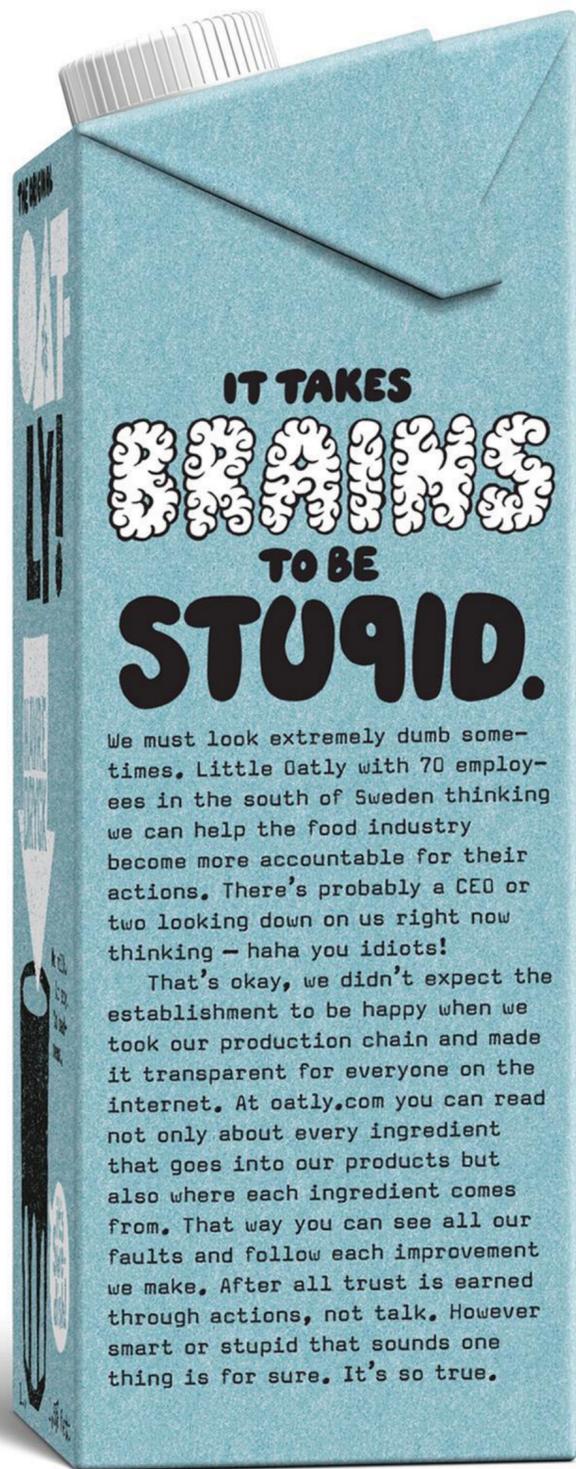


oatly • Following

oatly "This tastes like shit! Plant-based drinks don't taste anything like cow's milk," is a real comment by a real person. "Plant-based drinks don't taste like cow's milk because they aren't cow's milk," if you stop to think about it for more than a second, would be the simple and highly logical response. Because if you have been drinking cow's milk all your life and think of its taste as a starting point or the standard, and also expect other drinks to taste exactly the same, then oat drink (for example) may seem rather unpleasant (or no, let's say "unusual" instead). On the

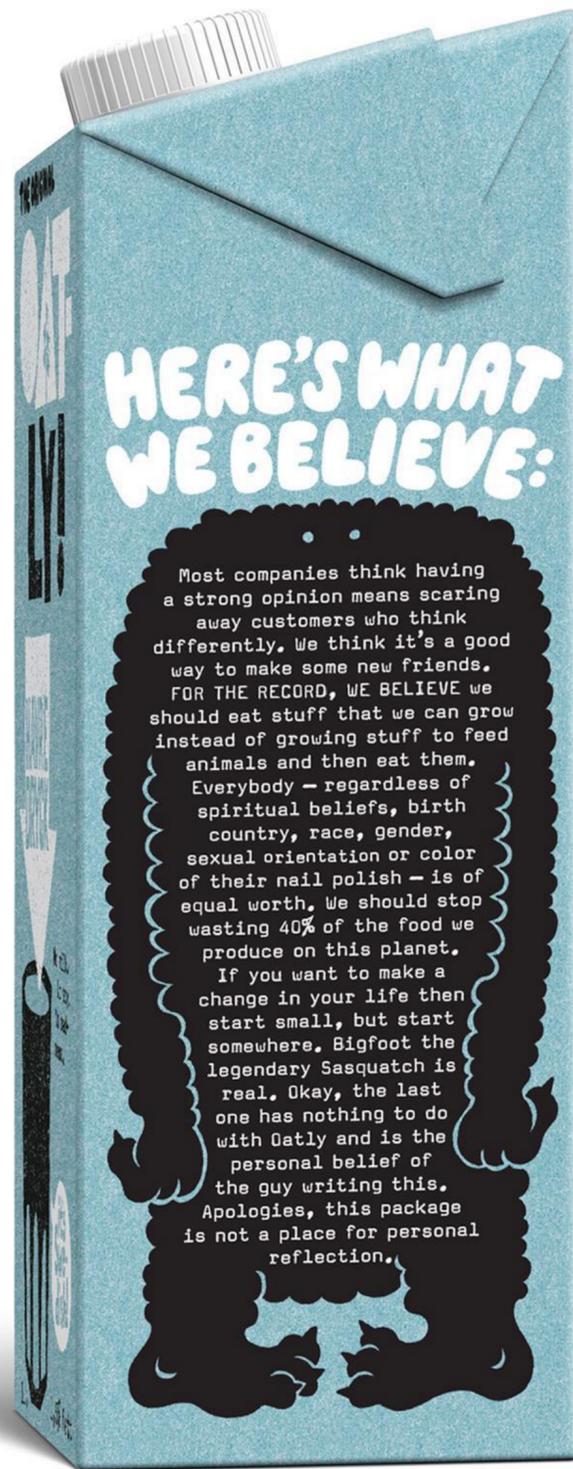


8,189 likes



We must look extremely dumb sometimes. Little Oatly with 70 employees in the south of Sweden thinking we can help the food industry become more accountable for their actions. There's probably a CEO or two looking down on us right now thinking - haha you idiots!

That's okay, we didn't expect the establishment to be happy when we took our production chain and made it transparent for everyone on the internet. At oatly.com you can read not only about every ingredient that goes into our products but also where each ingredient comes from. That way you can see all our faults and follow each improvement we make. After all trust is earned through actions, not talk. However smart or stupid that sounds one thing is for sure. It's so true.

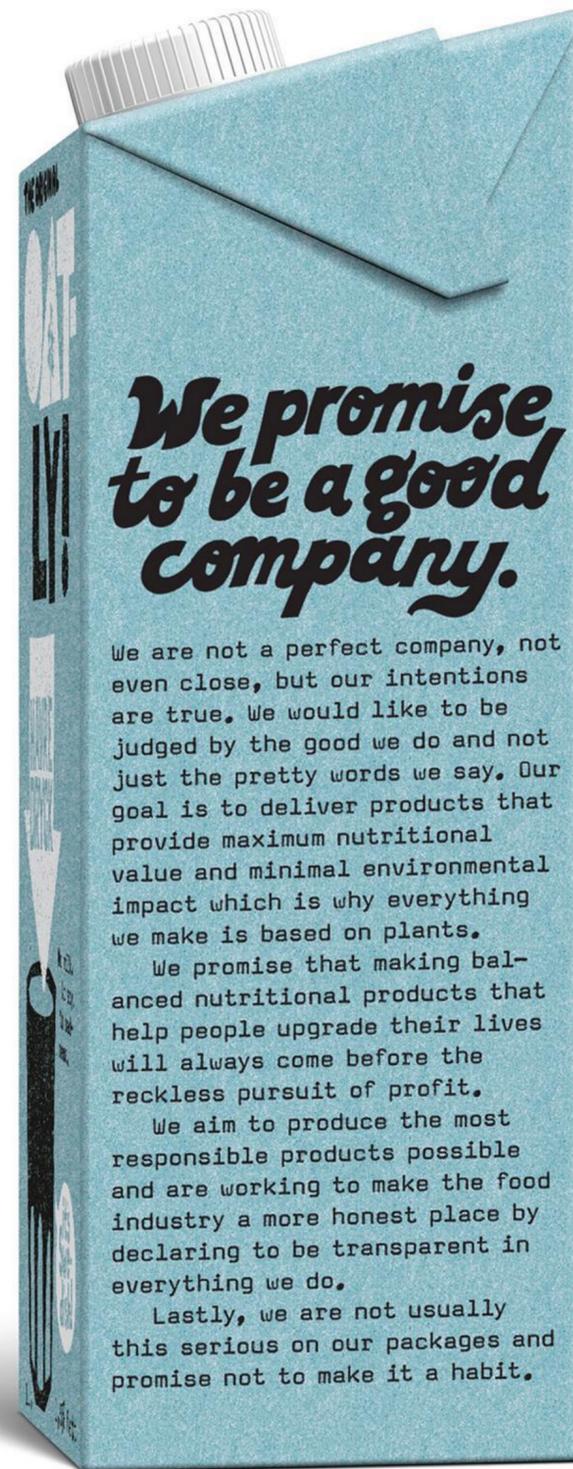


Most companies think having a strong opinion means scaring away customers who think differently. We think it's a good way to make some new friends.

FOR THE RECORD, WE BELIEVE we should eat stuff that we can grow instead of growing stuff to feed animals and then eat them. Everybody - regardless of spiritual beliefs, birth country, race, gender, sexual orientation or color of their nail polish - is of equal worth. We should stop wasting 40% of the food we produce on this planet.

If you want to make a change in your life then start small, but start somewhere. Bigfoot the legendary Sasquatch is real. Okay, the last one has nothing to do with Oatly and is the personal belief of the guy writing this.

Apologies, this package is not a place for personal reflection.



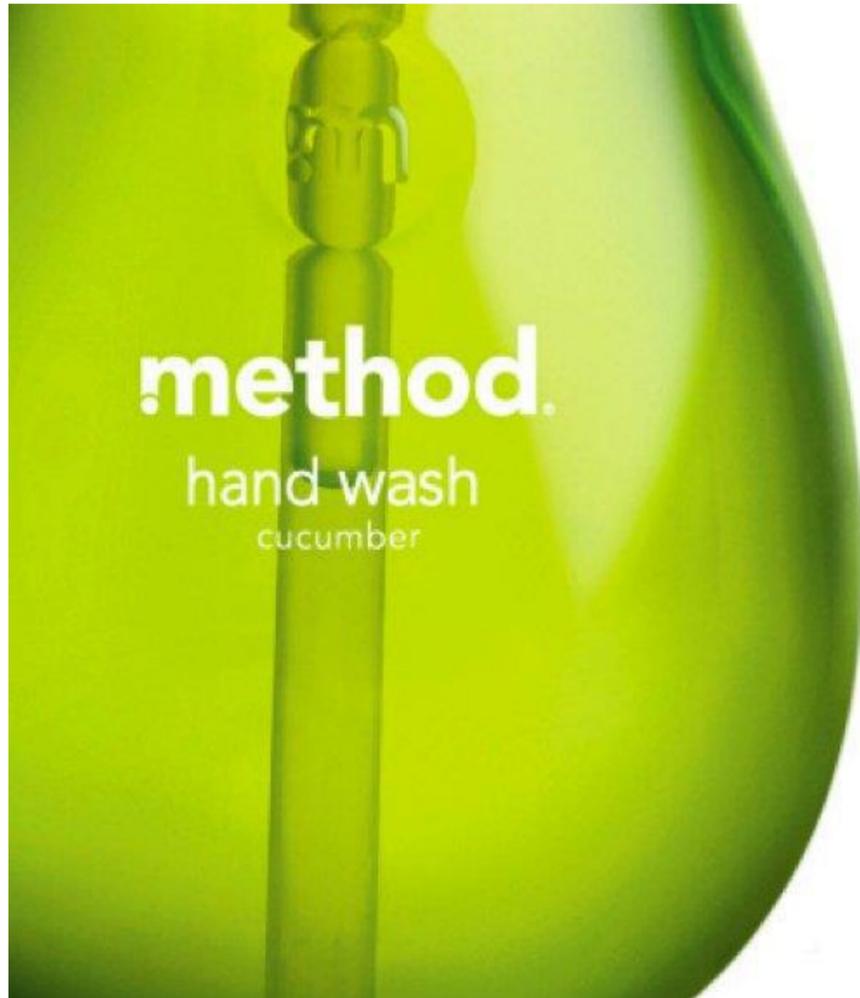
We are not a perfect company, not even close, but our intentions are true. We would like to be judged by the good we do and not just the pretty words we say. Our goal is to deliver products that provide maximum nutritional value and minimal environmental impact which is why everything we make is based on plants.

We promise that making balanced nutritional products that help people upgrade their lives will always come before the reckless pursuit of profit.

We aim to produce the most responsible products possible and are working to make the food industry a more honest place by declaring to be transparent in everything we do.

Lastly, we are not usually this serious on our packages and promise not to make it a habit.

Especially when you're
on a mission.




you don't have to be anti-bacterial to be pro-clean.

Soap's job is to clean. Not kill. So why do so many brag about their 99.99% death rate? If microbes can't take it, what makes you think your hands can? Do yourself a favor. Try method's non-toxic, triclosan-free hand wash. Smells like cucumber. Works like gangbusters. And no one has to get hurt.

there's a new anti-bac in town and it's made with a new naturally-derived lactic acid that smells like heaven, not chemicals. plus it kills 99.9% bacteria. hasta le vista germs, hello heaven scent, sparkly clean surfaces.

m people against dirty.™

Can you win a Nobel Peace Prize for waging a war on dirty?

Or how about a medal for gentle, healthy treatment of your living spaces?

Maybe instead of an oak leaf cluster, it would be a bronze or pewter cucumber leaf. While some world body is contemplating that, you can place this charming little hand soap dispenser atop your sink. A tasteful, beautifully fragrant symbol of the new "clean," totally free of triclosan and all that antibacterial hysteria. While you're at it, feel free to make an acceptance speech in front of the mirror. Just keep it short, sweet and above all, clean. To learn more about the new clean, visit peopleagainstdirty.com

KILL 'EM WITH KINDNESS



If a supertanker full of method spills off alaska, look for really clean birds.

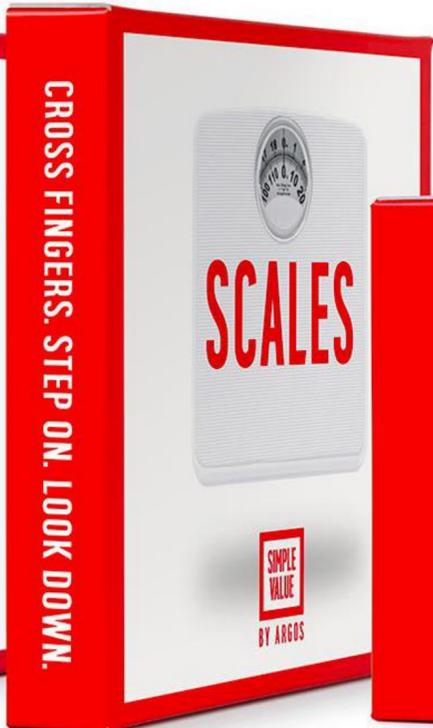
Okay, we don't use giant oil tankers to transport method. That's what you call a hypothetical situation. Method is a powerful cleaner formulated with naturally derived surfactants, and other hard-to-spell things. It works by absorbing dirt rather than chemically degrading it like many products. And method is biodegradable. This means you can get your home really clean without having to flush toxic delights down the drain into our rivers, lakes and oceans. We're really against that. Dirty doesn't have to roll down hill.

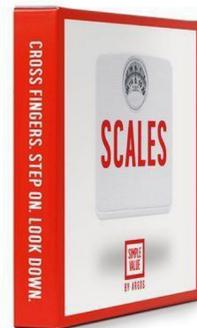
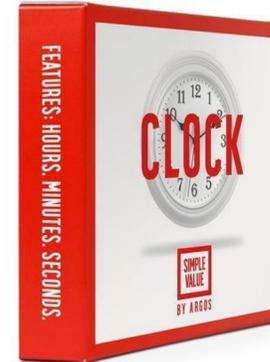
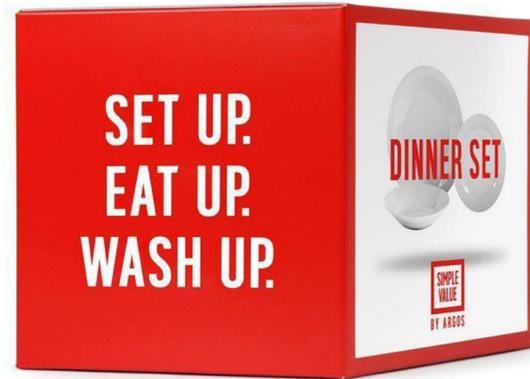
m method people against dirty.



Structure

Embrace your constraints.





And use them to stand-out.



help
I have a
stuffy nose

phenylephrine
nasal decongestant
16 tablets (5mg each)

help
I can't sleep

diphenhydramine HCl
nighttime sleep aid
16 caplets (25mg each)

help
I have a blister

help
I've cut myself

help
I have
allergies

loratadine
antihistamine
8 tablets (10mg each)

help
I have an
aching body

ibuprofen (NSAID)
pain reliever / fever reducer
16 tablets (200mg each)

help
I have a
headache

acetaminophen
pain reliever / fever reducer
16 caplets (325mg each)

These pills contain 500mg acetaminophen. They don't contain Red Dye #40. If you enjoy Red Dye #40, you will have to eat it separately.



8 3765416610 9

Drug Facts

Active Ingredient (in each tablet)	Purpose
Acetaminophen 500mg.....	Analgesic/Antipyretic

Uses temporary relief of minor aches and pains

PEEL HERE FOR DRUG FACTS

Tone

Reflect your audience.

Shall we have the
neighbours for dinner?

I'd rather we just
had a curry.



TWOSOMES

Did I tell you my
nickname for your sisters?



If it's Sweet & Sour,
I'd rather you didn't.

TWOSOMES

Charlie Bigham's
SWEET & SOUR CHICKEN
WITH EGG FRIED RICE

PERFECT FOR TWO
SERVE WITH A WINK

USE BY

19 SEP

Make it worth their while.



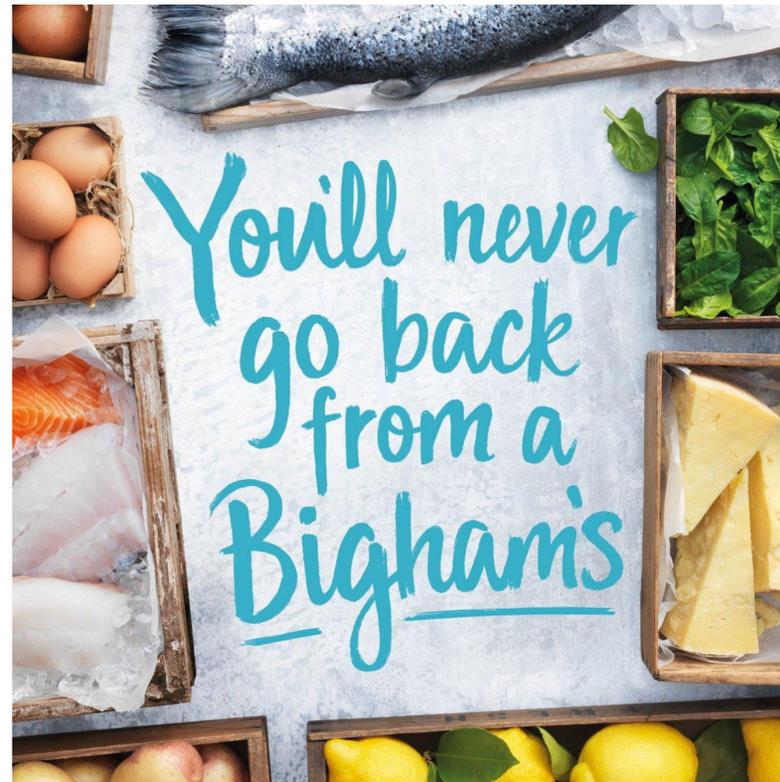
TURN OFF THE PHONE. DIM THE LIGHTS AND
CRACK OPEN A BOTTLE. STEAL BACK SOME TIME
BY LETTING CHARLIE PREPARE YOU A TRULY
DELICIOUS MEAL. ALL YOU HAVE TO DO IS
RELAX AND ENJOY EACH OTHER'S COMPANY.



Charlie Bigham's
**2 STEAK &
MUSHROOM
PIES**



And they'll follow you.



Whether that means
going the whole hog.

DISHOOM

FROM BOMBAY WITH LOVE



COOKED BREAKFAST

The Parsi bodybuilders — whose portraits still hang from the walls of Yazdani café — famously consumed several eggs a day to attain their muscular physiques. These breakfasts would satisfy any candidate for the coveted 'Mr. Zoroastrian' crown.

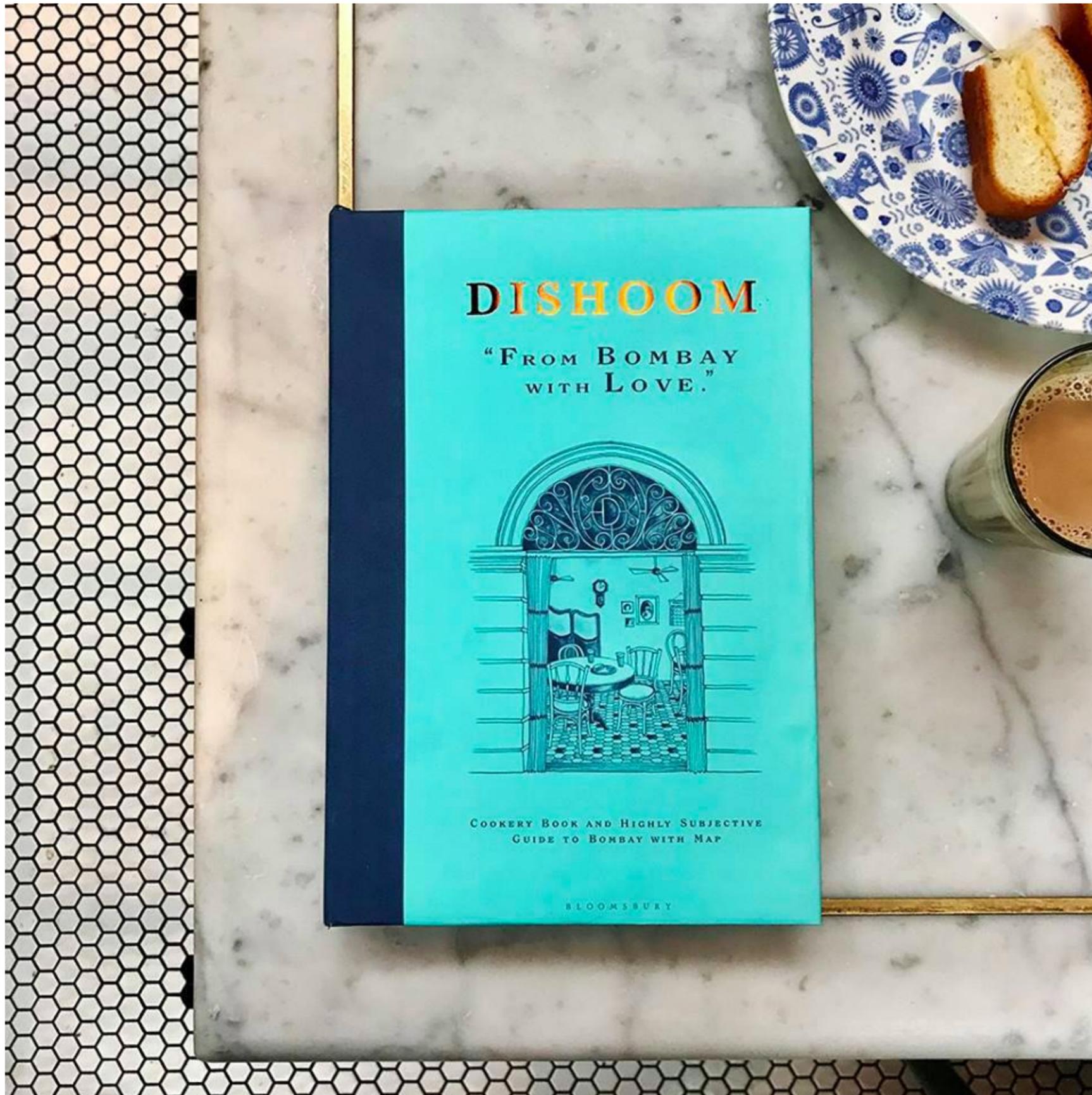
KEJRIWAL

Two fried eggs on chilli cheese toast. A favourite of the well-to-do Willingdon Club, the first such Bombay institution to admit natives; the dish is reputedly named for the member who kept asking for it. (Not to be confused with Arvind Kejriwal, leader of India's Aam Aadmi – common man's – political party.) (V) 4.90

BOMBAY OMELETTE

A crazy-paving three-egg omelette of chopped tomato, onion, coriander and green chilli. Served with grilled tomato and Fire Toast. (V) 6.90

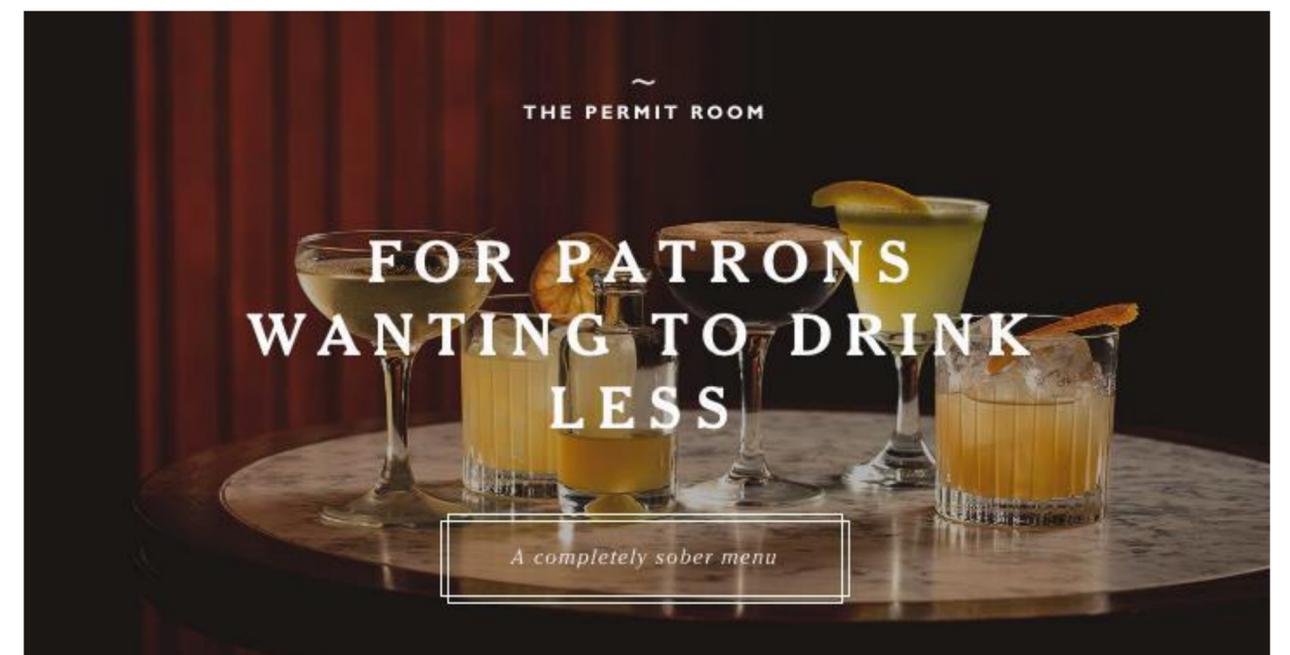




THE ORIGINAL BOMBAY CAFÉS

THE OLD IRANI CAFÉS of Bombay have almost all disappeared. Their faded elegance welcomed all: courting couples, sweaty taxi-wallas, students, artists and lawyers. Fans turned slowly. Bentwood chairs were reflected in stained mirrors, next to sepia family portraits.

Opened early last century by Zoroastrian immigrants from Iran, there were almost four hundred cafés at their peak in the 1960s. Now, fewer than thirty remain. These cafés broke down barriers by bringing people together over food and drink. Bombay was more welcoming, more cosmopolitan, for their existence. Dishoom pays homage to the Irani cafés and the food of all Bombay.



...or keeping it simple.

INTERNET
CAFE

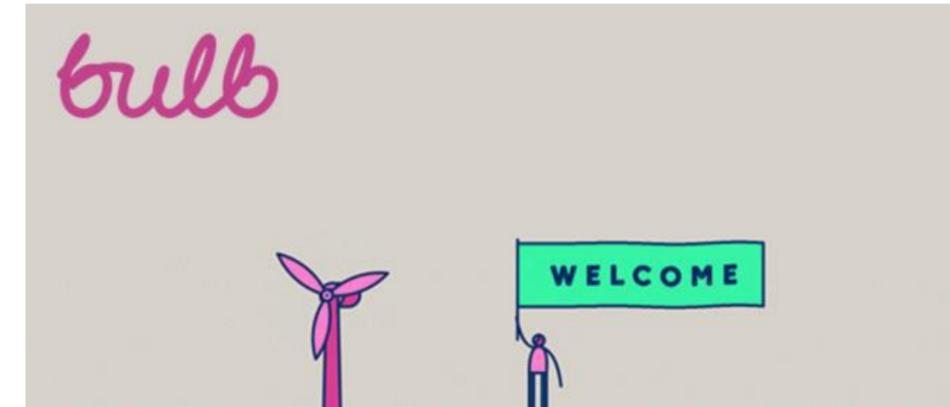
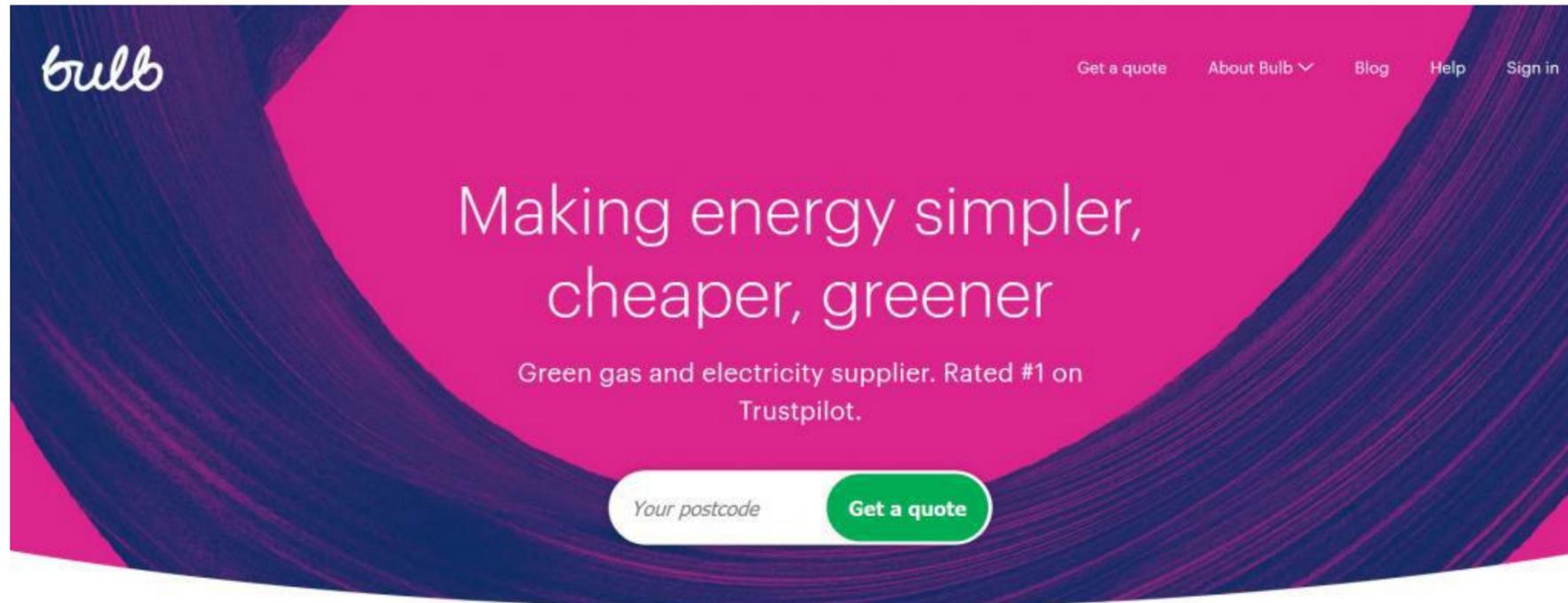
primesight

146301

bulb

Making energy simple

bulb.co.uk



Well hello there!

Hi Chris,

Brilliant news; you're now a member of Bulb. We'll start supplying you with energy on the 18 May 2017. Your welcome pack is attached with all the details of your plan.

What's next?

- Today
We get cracking!
- In 9 days
We'll let you know how your switch is going
- In 16 days
Time for you to send your first meter reading
- In 19 days
Quick reminder about your first payment
- On 18 May 2017
Hurrah! You're officially a Bulb member

In the meantime, sit back, relax and feel the positive energy.

Speak soon,



bullb

Nice one.

And how do I judge it?

Take it beyond the subjective.

Know who you are.

organic chickpea puffs

HIPPEAS™

sweet & smokin'



high in
fibre &
a source
of protein

91 cal

Know who you're not.



jkr



And stick to it.



We're on a mission to shake things up.

Forget tie-dye t-shirts, dodgy dreadlocks and lava lamps... it's the spirit of the era that lives on in us.

From London to California, join the freedom fighters, snacktivists and chickpea charmers...

Who are changing snacking, one puff at a time.

organic chickpea puffs
HIPPEAS

2-mission
BURY PARK
25TH SEPTEMBER 2016
12PM-10PM

THURSDAY 5TH JUNE
TERROR DANJAH
HARDRIVE / RADAR RADIO
NICO LINDSAY

BBC AZN NETWORK | HIPSTERS DON'T DANCE

NOW

TICKETWEB.CO.UK
ROBOMAGICLIVE.COM
THE1234FESTIVAL.COM
FACEBOOK.COM/1234FESTIVAL

THE CRIBS
THE JESUS AND MARY CHAIN



OUT
10TH
JUNE

LONDON'S MOST PR

MIGUEL C
DAVID



Good for you,
Good for the earth





PEAS, LOVE & GIVING BACK

HIPPEAS® is a proud partner of Feeding America®, working hand in hand to end world hunger, one puff at a time.



Word.

Other Examples



GO EASY ON

BE LAVISH WITH THE
**SILVER
BALLS**

SIMPLY MILLIONS OF
**100s &
1000s**

USE LASHINGS OF
**GLITTER
STRANDS**

ADD SPARKLE WITH
**JELLY
DIAMONDS**

GLORIOUSLY GILDED
**BRONZE
CRUNCH**

A TWINKLE OF
**WHITE
CHOCOLATE** STARS

**PIPING
NOZZLES**
JUST ADD ICING!

BEANS MEANS
**CHOCOLATE
BEANS**

SOME STRANDS OF
**KASHMIRI
SAFFRON**

A LITTLE BAG OF
**BOUQUET
GARNI** FOR POULTRY

A GOOD PINCH OF
**WILD
OREGANO**

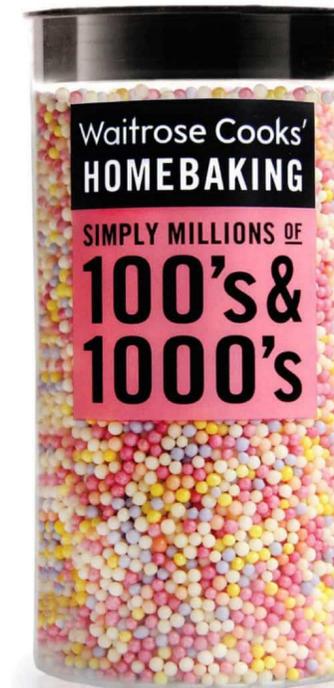
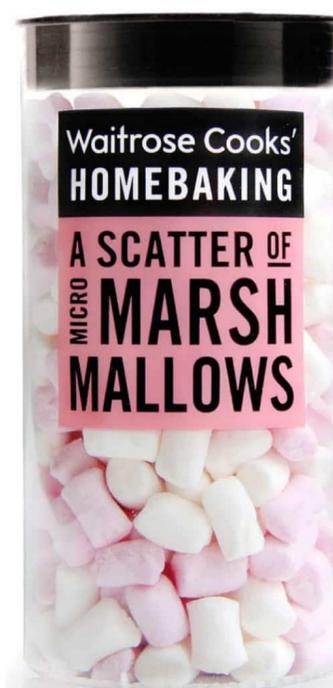
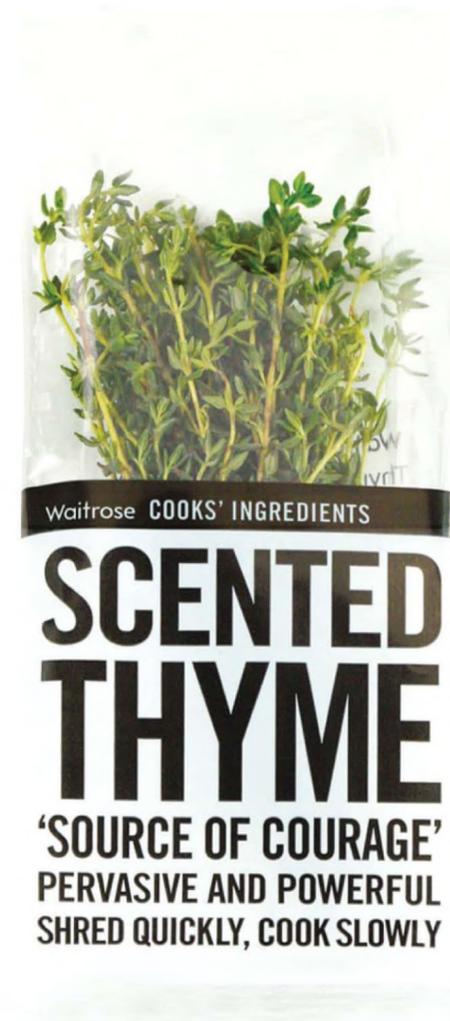
A SPRITZ OF
**BALSAMIC
VINEGAR**

A SCOOP OF
**CARNAROLI
RISOTTO** RICE

A DRIZZLE OF
**FRENCH
WALNUT OIL**

A SPLASH OF
OLIVE OIL
FOR COOKING

A HANDFUL OF
**BORLOTTI
BEANS**





Sorry for all the mattress ads you see on the tube these days. Our fault entirely.

Actually, we're flattered. eve were online in early 2015, offering a great night's sleep with the great concept of cutting out the middleman and his expensive high street shop.

Since then, imitators have sprung up everywhere. (Yes, imitators know a good thing when they see it.) What they don't offer, though, is an amazing mattress made with next-generation memory foam *and* a unique layering system *and* a 100-day trial.

Everybody deserves the perfect start. And everybody can have it by visiting our website, tapping in COPYCAT for their £50 off, and having a great mattress delivered to their door the next day. Copy that, copycat.

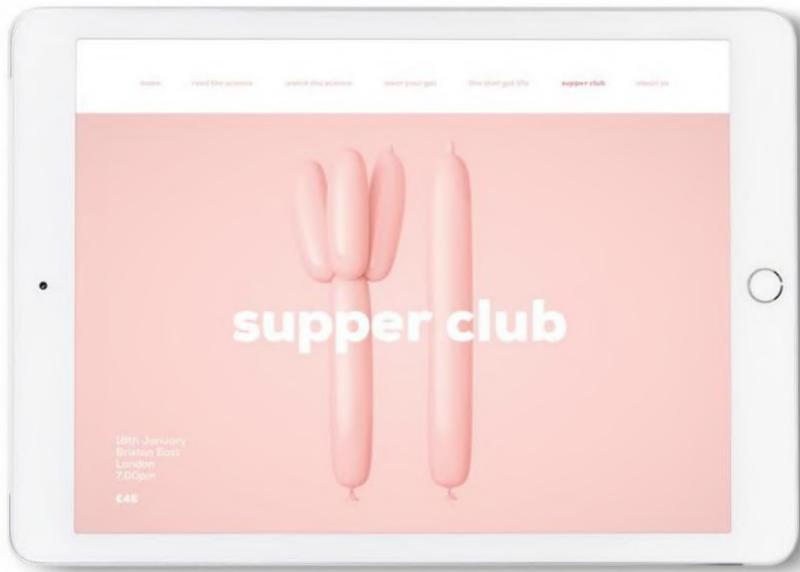
Everybody deserves the perfect start. evemattress.co.uk



making gut stuff digestible

the mac twins learned that even though they are genetically identical, their guts are not.

find out more at thegutstuff.com



Your gut is not Las Vegas. What happens in the gut does not stay in the gut.



the gut stuff



eat like you give a s**t

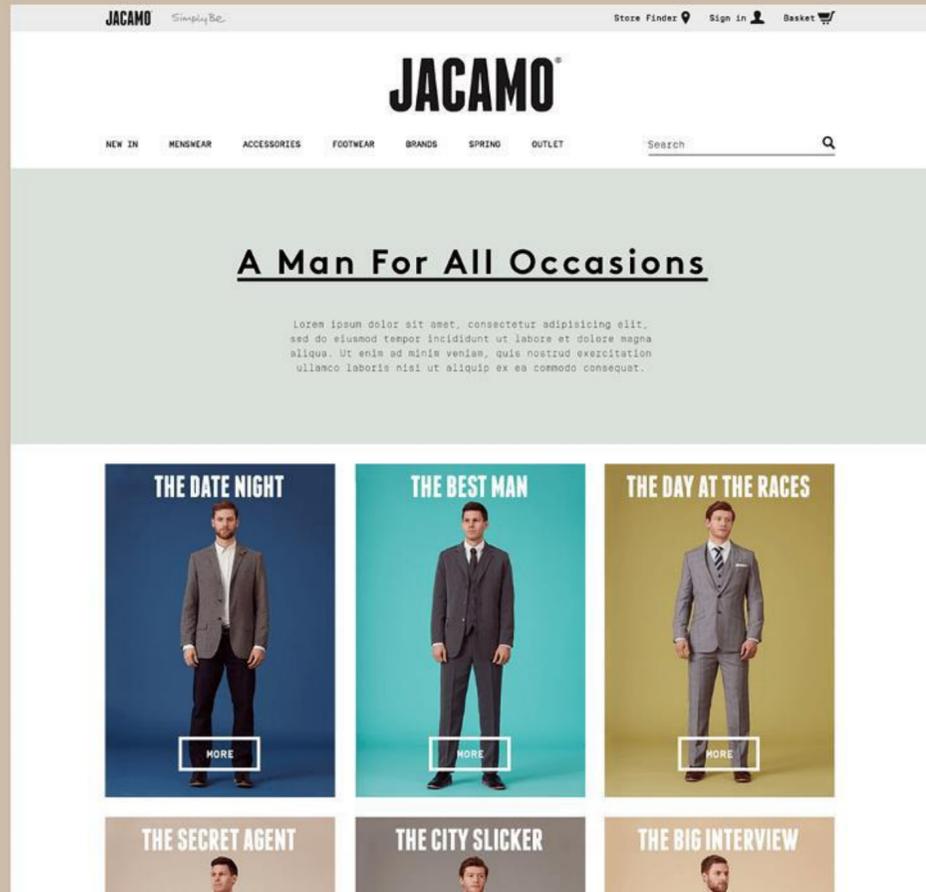


what you eat directly impacts your gut health, but because every gut is unique, your gut should be too. we're here to help. find out more at thegutstuff.com

the gut stuff



Your gut has a mind of its own







FRAME



Shoreditch ↓ Class Filter ↓ Mood Filter ↓

<input type="checkbox"/> Drained	<input type="checkbox"/> In Retrograde
<input type="checkbox"/> Icky	<input type="checkbox"/> Pumped
<input type="checkbox"/> Moody AF	<input type="checkbox"/> Giddy
<input type="checkbox"/> Fragile	<input type="checkbox"/> Killing It
<input type="checkbox"/> Stressed	<input type="checkbox"/> On Point
<input type="checkbox"/> Clear All	

