



# BUILDING A DISTINCTIVE BRAND VOICE

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WHY DOES TONE OF VOICE  
MATTER?

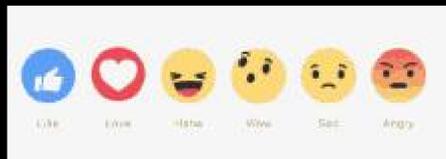
RECOGNITION

DIFFERENTIATION

MEMORABILITY

ILITY

# GROWING UP IN A DIGITAL AGE CAN TEACH US ABOUT EFFECTIVE TONE OF VOICE TODAY



UNDERSTANDING BRAND TONE OF VOICE

TONE OF VOICE IS THE PROJECTION OF YOUR IDENTITY

IT'S YOUR ATTITUDE

IT'S HOW YOU SHOW UP IN THE WORLD  
- EVERYDAY AND AT ANY MOMENT

# UNDERSTANDING BRAND TONE OF VOICE

Who are you and what you stand for

How you decide to show up in the world

How you move

How you look

How you sound

How you smell

When and where you show up

Who your with

WELCOME TO THE

AGE OF

**5-D BRAND**

**BUILDING**

# 1. WHO YOU ARE AND WHAT YOU STAND FOR

Great minds  
like a think.

Success is...

Seven figure deals. Seven new mates. Hitting targets. Hitting festivals. Earning qualifications. Enjoying celebrations. Skills for work. Skills for life. Winning awards. Losing inhibitions. Team wins. Team wins. Innovation expertise. Travelling overseas. Becoming a partner. Finding a partner. Travel for work. Work for travel. Making memories. Making an impact.

Apply Now: [www.deloitte.ie/students](http://www.deloitte.ie/students)

Most popular graduate recruiter of the year as voted by the students

Deloitte.

Success is...

Seven figure deals. Seven new mates. Hitting targets. Hitting festivals. Earning qualifications. Enjoying celebrations. Skills for work. Skills for life. Winning awards. Losing inhibitions. Team wins. Team wins. Innovation expertise. Travelling overseas. Becoming a partner. Finding a partner. Travel for work. Work for travel. Making memories. Making an impact.

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AT INYT.COM

The winner is ... coverage and analysis of television's biggest night at the 67th Primetime Emmy Awards in Los Angeles. [nytimes.com/tv](http://nytimes.com/tv)

A founder, 13, and his 'C.E.O.' mom The founder of the bow-tie line Mo's Bows is a charismatic salesman who has an intuitive eye for fashion. He's also 13. [nytimes.com/business](http://nytimes.com/business)

Minnesota's mascot turns heads Goldy Gopher wows crowds with his unusual head spin move. The mascot's inventor, Ross Bernstein, said, "You had to be able to skate and be a complete idiot, and I qualified on both counts." [nytimes.com/collegefootball](http://nytimes.com/collegefootball)

Science behind 'they all look alike' Was the arrest of James Blake a case of racism, or a product of a real cognitive issue that makes it hard for people of one race to distinguish between those of another? [nytimes.com/region](http://nytimes.com/region)

Defending her record as boss As she seeks the Republican nomination, Carly Fiorina has prepared to counter accusations that she mismanaged Hewlett-Packard and callously laid off workers. [nytimes.com/politics](http://nytimes.com/politics)

Singapore Prix Ferrari led from the start in the Singapore Grand Prix on Sunday while Lewis Hamilton and Nico Rosberg had a problem and had to retire. SPORTS, 12

still burns hot between the ... and ...

... contain ... of a prohibition ... infrastructure ... more ... adopted ... the key principles ... document ... on ... that ... intentionally ... infrastructure ... the use and operation ... The goal of the American negotiators is to have Chinese leaders ... But it seems unlikely that any deal coming out of the most urgent problems with cyberattacks of Chinese origin, according to officials who spoke on the condition of anonymity.

Most of those attacks have focused on espionage and theft of intellectual property. The rules under discussion would have done nothing to stop the theft of 22 million personal security files from the Office of Personnel Management, which the director of national intelligence, James R. Clapper Jr., recently told Congress did not constitute an "attack" because it was intelligence collection something the United States does, too. CHINA, PAGE 5

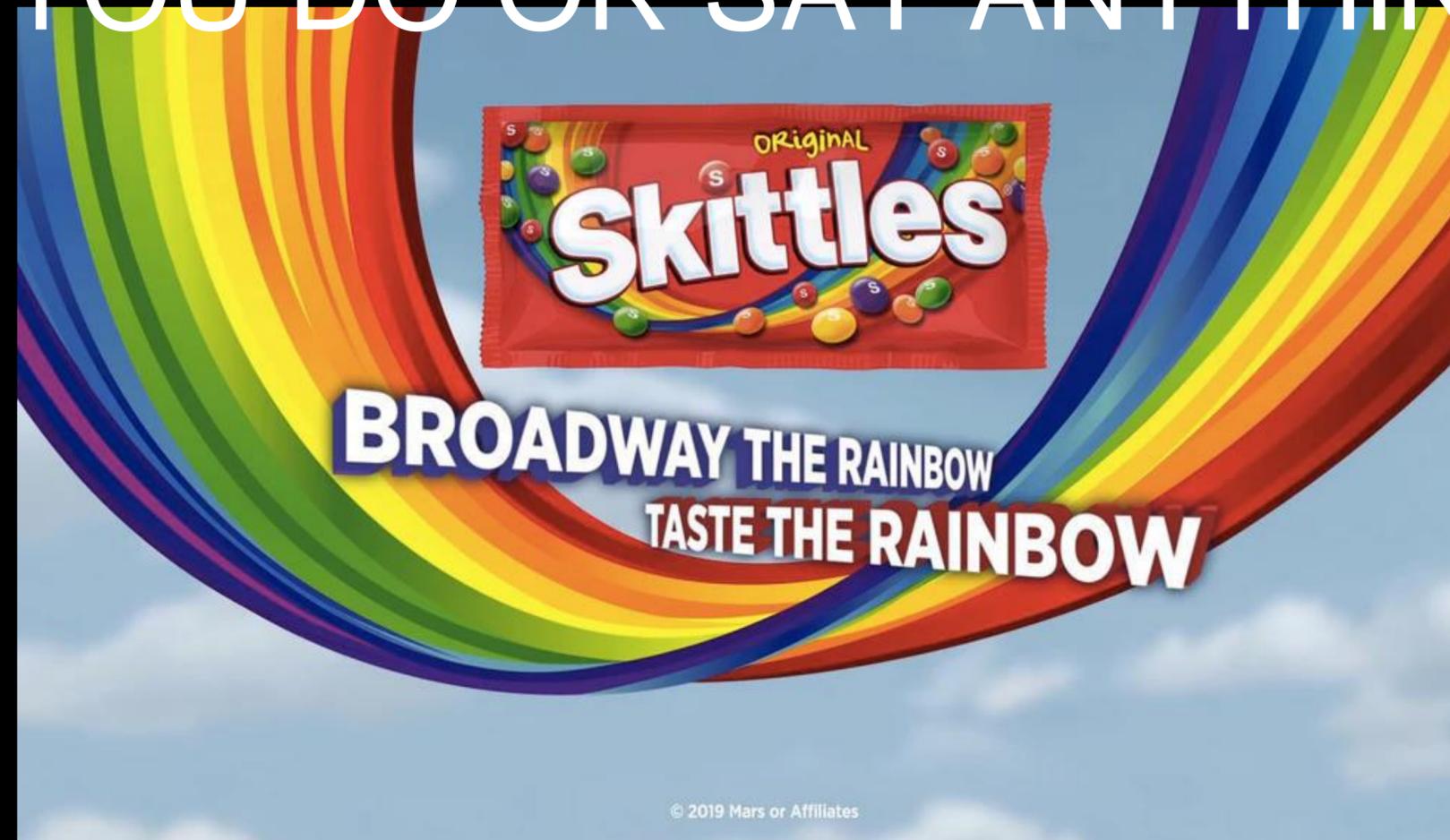
John Kerry with his German counterpart, Frank-Walter Steinmeier, on Sunday.

McDONALD'S MOVES TO HELP MIGRANTS The fast-food giant is asking companies to donate advertising space to the United Nations' food program. PAGE 18

REFUGEES, PAGE 2

TOP TIP

BE 100% SURE OF YOUR PROPOSITION  
BEFORE YOU DO OR SAY ANYTHING



# 2. HOW YOU DECIDE TO SHOW UP IN THE WORLD



**Lidl Ireland** @lidl\_ireland

Okay, we've seen some very 'creative' floats in the #StPatricksDay parades today... but which is the best? 😂

1,503 14:24 - 17 Mar 2018

411 people are talking about this

**Irish Examiner** @irishexaminer · Mar 20  
Raiders use digger in attempt to steal safe from McDonald's  
[irishexaminer.com/breakingnews/i...](#)



11 54 180

**Lidl Ireland** @lidl\_ireland

Replying to @irishexaminer

@McDonalds Hope you're okay hun x

11:30 AM - 20 Mar 2018

1,640 Retweets 5,828 Likes

**Lidl Ireland** @lidl\_ireland

For those wondering... yes we're okay.

8:07 PM - 3 Mar 2019

1,619 Retweets 13,725 Likes

98 1.6K 14K

Tweet your reply

**Andrew Deegan** @andrewdeegan · Mar 3  
Replying to @lidl\_ireland  
Do you have any bread left? I've only 3 sliced pans left in the house

1 1 61

**Lidl Ireland** @lidl\_ireland · Mar 3  
how did you let your supplies get so low, so irresponsible

1 6 371

# TOP TIP

# IDENTIFY AND OWN CONVERSATIONS AND MOMENTS THAT ARE REAL TO WHO YOU ARE AND RELATABLE TO YOUR TARGET

#BeMoreFrankAndHonest  
You can fake a tan, but...  
you can't fake great tasting coffee.

FRANK AND HONEST  
ROASTED COFFEE COMPANY

EXCLUSIVELY AVAILABLE AT  
**SuperValu Centra**  
FIND OUT MORE AT FRANKANDHONEST.IE

Instagram and Facebook icons

#BeMoreFrankAndHonest  
You can fake a smile, but...  
you can't fake great tasting coffee.

FRANK AND HONEST  
ROASTED COFFEE COMPANY

EXCLUSIVELY AVAILABLE AT  
**SuperValu Centra**  
FIND OUT MORE AT FRANKANDHONEST.IE

Instagram and Facebook icons

#BeMoreFrankAndHonest  
You can fake news, but...  
you can't fake great tasting coffee.

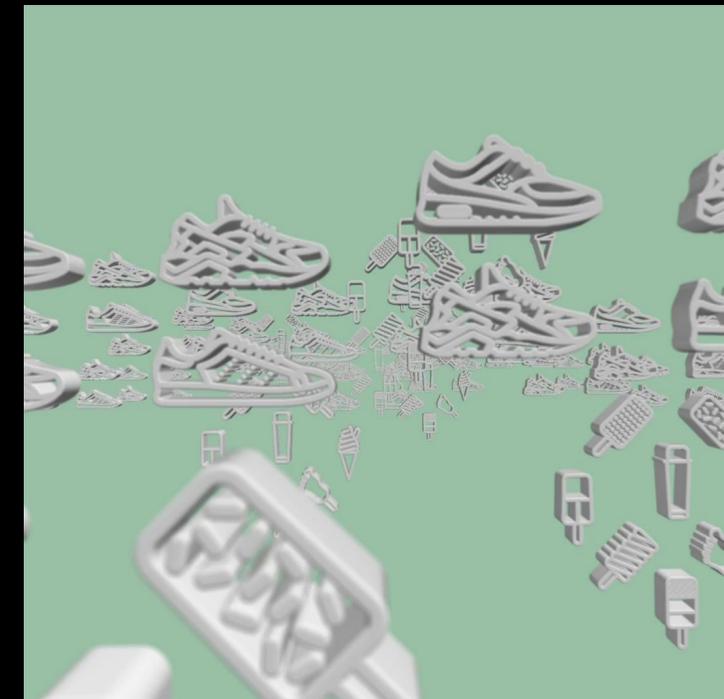
FRANK AND HONEST  
ROASTED COFFEE COMPANY

THE DAILY NEWS  
**ELVIS ALIVE**  
LIVING IN LESTRIM

EXCLUSIVELY AVAILABLE AT  
**SuperValu Centra**  
FIND OUT MORE AT FRANKANDHONEST.IE

Instagram and Facebook icons

# 3. HOW YOU MOVE



# TOP TIP MOVE IN SYNC WITH THE PLATFORMS YOU SHOW

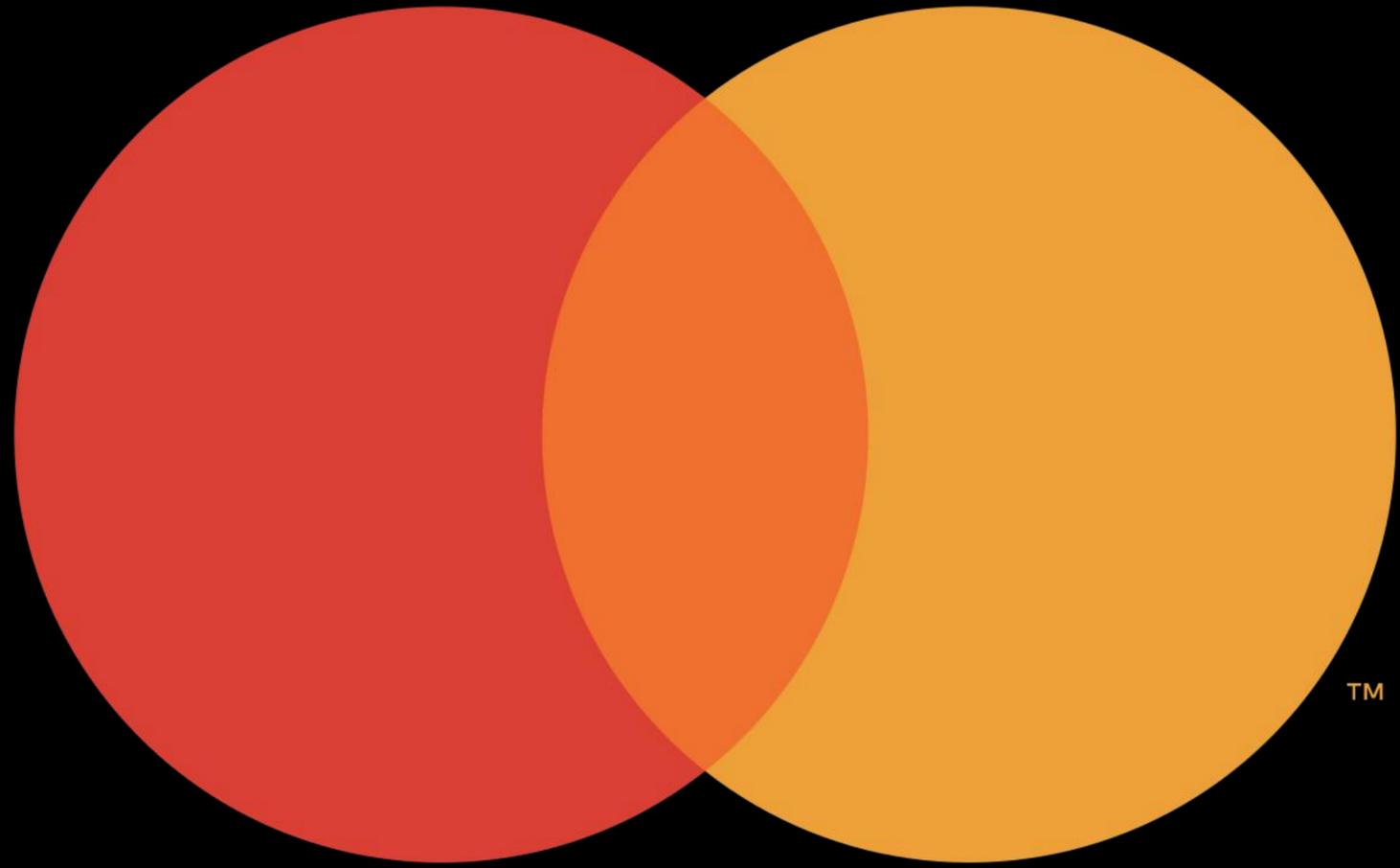


## 4. HOW YOU LOOK

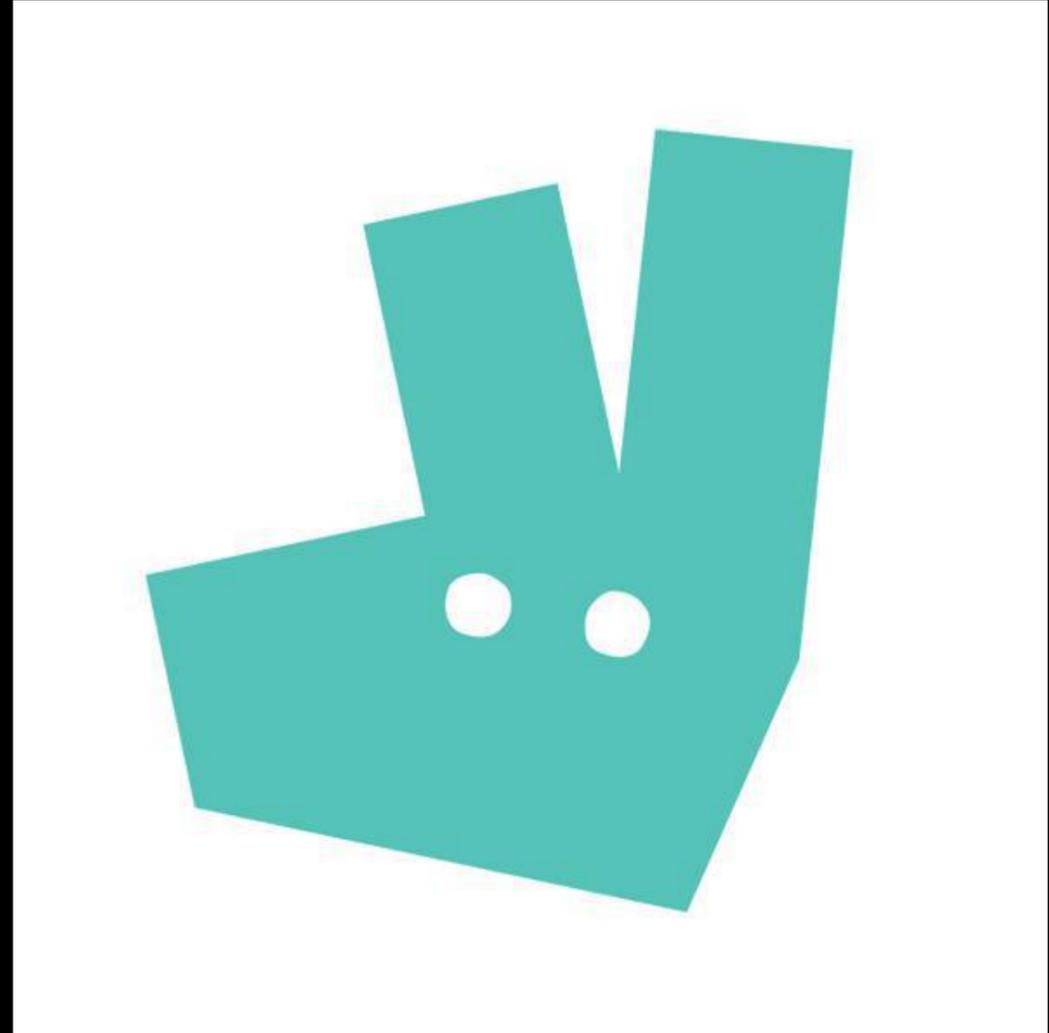
*Cadbury*



There's a glass & a half in everyone



TM





**DIFF**

**DUBLIN INTERNATIONAL  
FILM FESTIVAL**

Virgin Dublin  
Media International  
Film  
Festival  
20 Feb — 3 Mar 2019

**Discover Different**



Discover Different [diff.ie](http://diff.ie)

**TOP TIP**  
**MAKE SURE YOUR  
CONTENT IS DESIGNED TO  
TRAVEL ACROSS THE  
INTERNET**



# 5. HOW YOU SOUND



TOP TIP

DO A SOUND MAP OF YOUR  
CUSTOMER JOURNEY



# 6. HOW YOU SMELL

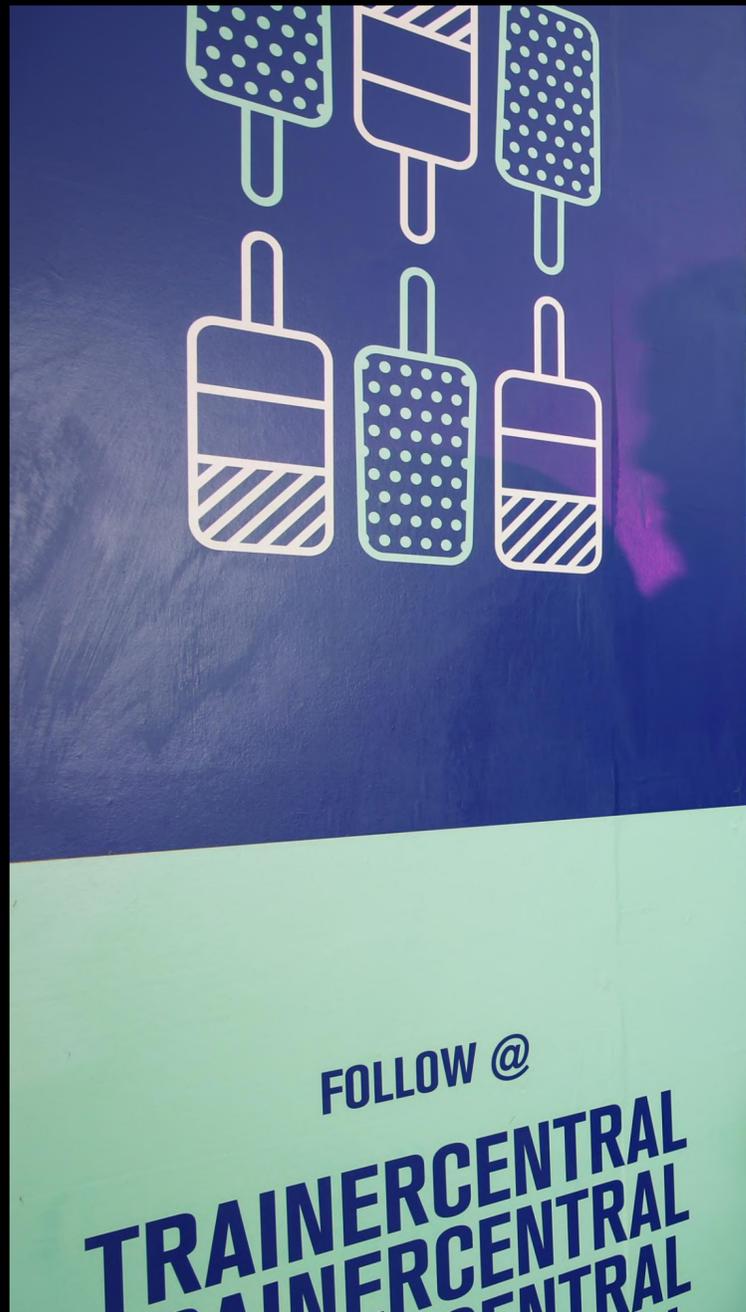


TOP TIP

THINK MOOD BEFORE SMELL - HOW DO YOU WANT PEOPLE TO FEEL?



# 7. WHEN & WHERE YOU SHOW UP





FOLLOW US @TRAINERCENTRAL

TRAINER  
CENTRAL

@TRAINERCENTRAL

**SORRY  
ALL GONE**  
WE WILL BE BACK OPEN TMRO

THE V  
LASHING  
ONE  
SUNBORN

SPANKY  
WHITE  
RUNNERS

TRAINER  
CENTRAL

PROUDLY  
IRISH

TRAINERCENTRAL  
TRAINERCENTRAL  
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TRAINERCENTRAL  
TRAINERCENTRAL

KEEP THE HEAD LOW  
AND THE POCKETS  
MUD DRY

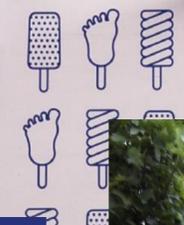
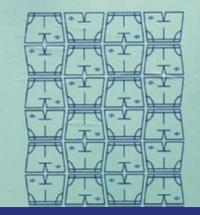
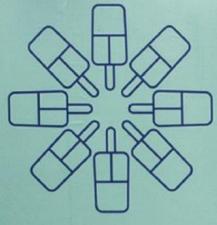
LIFE  
STYLE

TRAINER  
CENTRAL

SHORT

FOLLOW @  
TRAINERCENTRAL

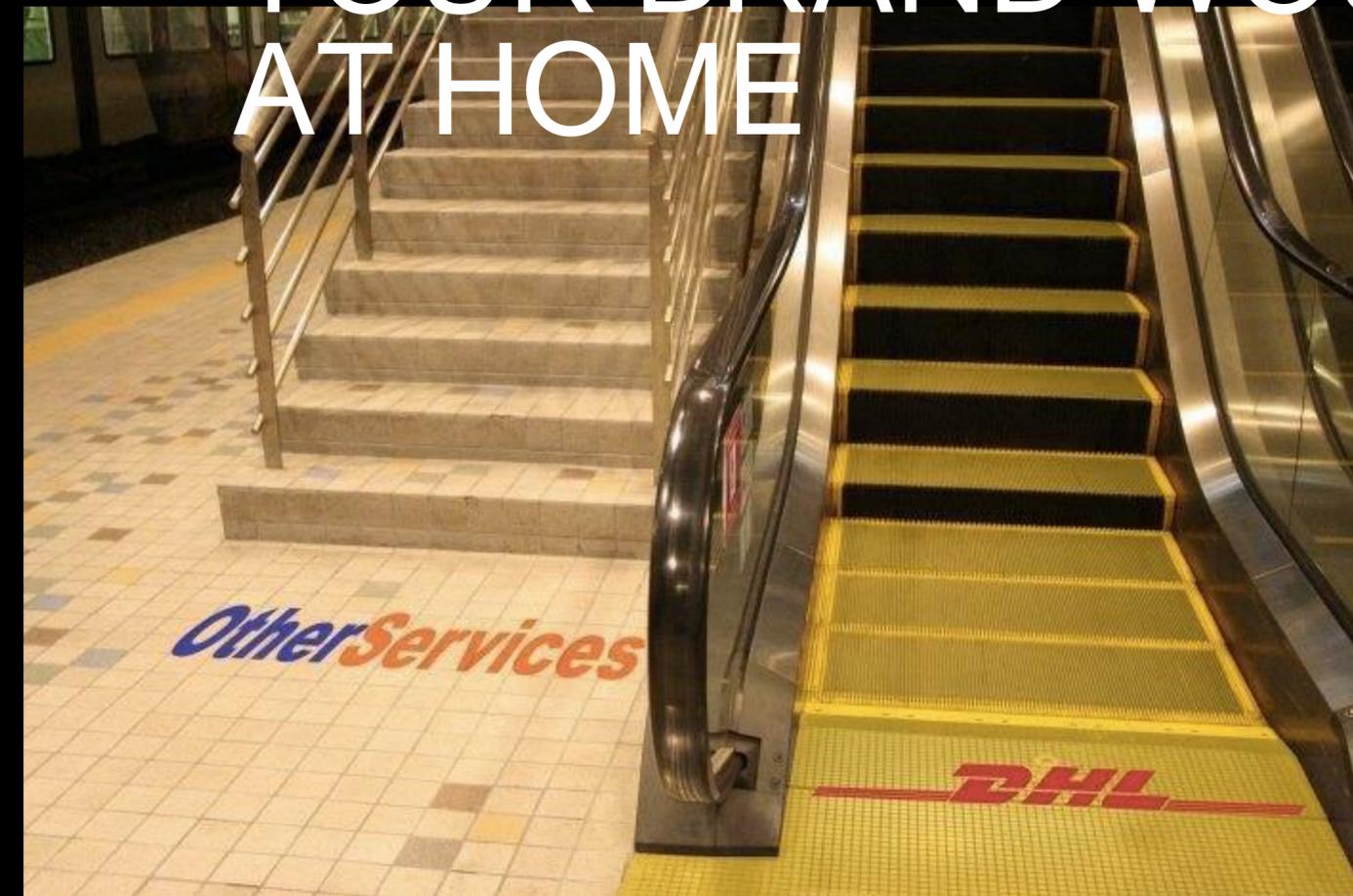
TRAINER  
CENTRAL





TOP TIP

MAKE A BUCKET LIST OF  
THE PLACES YOU THINK  
YOUR BRAND WOULD FEEL  
AT HOME



# 8. WHO YOU'RE WITH - THE COMPANY YOU KEEP



TOP TIP  
UNDERSTAND WHAT YOU  
LOVE AND CARE ABOUT



EMBRACING 5-D BRAND BUILDING

RECOGNITION

DIFFERENTIATION

MEMORABIL

TY

Who are you and what you stand for

How you decide to show up in the world

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THANK YOU