

The Key's Voice & Message Guide

SUMMER 2020

PHILOSOPHY

We are inspired by our brands and grounded by our members.



CONVERSATIONAL INVITING APPROACHABLE INCLUSIVE
WARM NATURAL REALISTIC ENCOURAGING
RELAXED CHEEKY CONFIDENT HUMILITY ACCESSIBLE COMPLIMENTARY
EXCITED PLAYFUL PITHY INFORMATIVE MOTIVATIONAL
WITTY ENGAGED ENTHUSIASTIC RELATABLE
HELPFUL

PERSONA

The Key engages with members as their close, in-the-know friend using a distinct, relatable manner of speaking.



PERSONA MODEL

**Our persona model is Reese Witherspoon.
We identify with her broad base appeal across the
generations, social consciousness, and family values.**

Informative
Encouraging
Helpful

Excited
Approachable

Motivational
Complimentary
Conversational

Relatable
Cheeky
Casual

Playful
In on the joke

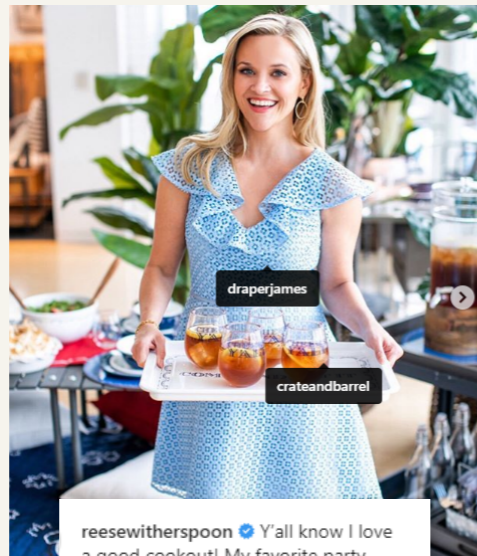


reesewitherspoon 🌟 Introducing Shine On With Reese At Home

Trying to make sense of how to work from home, eat right, not stress, run two businesses, and care for three kids has been a full time job the last few weeks.

Luckily, I called some awesome friends who are experts in lots of areas for advice. We discussed parenting, marriage counseling, pre-natal needs, financial advice, and so much more.

I found them so helpful and I wanted to share a few of my chats with you all. I'm calling this series #ShineOnAtHome. I hope that these

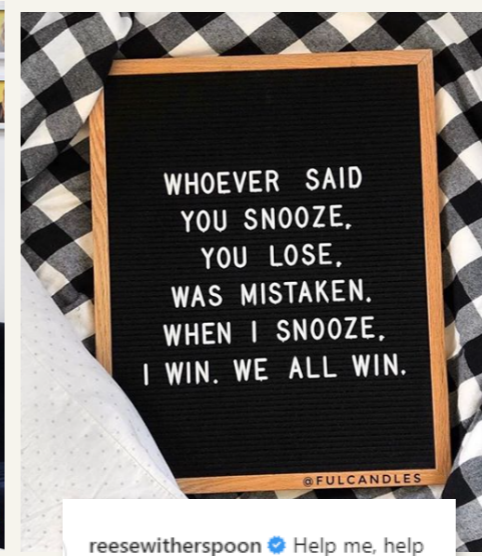


reesewitherspoon 🌟 Y'all know I love a good cookout! My favorite party essentials from the @draperjames x @crateandbarrel collection are available online. Check out my stories for more ❤️

55w

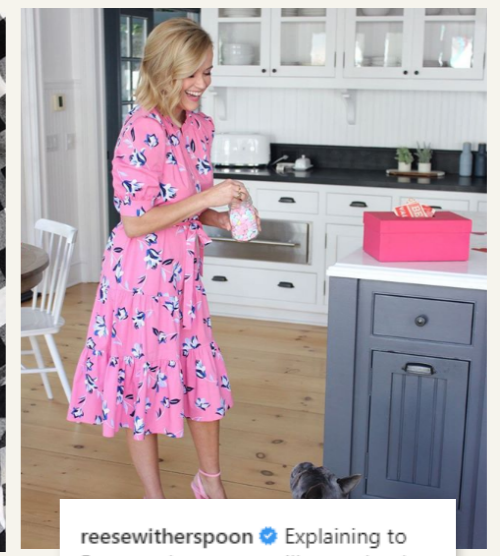


reesewitherspoon 🌟 This is Sarah Harden, the CEO of @hellosunshine. 🌟 Every day she pushes me to think more expansively about our mission to change the way women are seen in media. 🌟 She holds my dreams for a more diverse, representative media landscape in her hands and her heart. Everyday we talk at least 5 times: making decisions and figuring out our path forward. Fun facts : She is from Australia, she lived in Hong Kong, she has 3 amazing kids and she's a twin! She also loves to discuss a 3yr projected business plan with an iced Americano at 10 am on Wednesdays while we listen to Spotify playlists of 90's songs. 🌟 #howwegetitdone #womeninfilmm



reesewitherspoon 🌟 Help me, help you. #momlife

15w



reesewitherspoon 🌟 Explaining to Pepper why orange will never be the new pink... I think she gets it. ❤️ New Spring dresses now available on @draperjames! #ellewoodsforever

PERSONA MODEL

Reese's communication style is centered around a relatable, likeable, charming and witty personality.

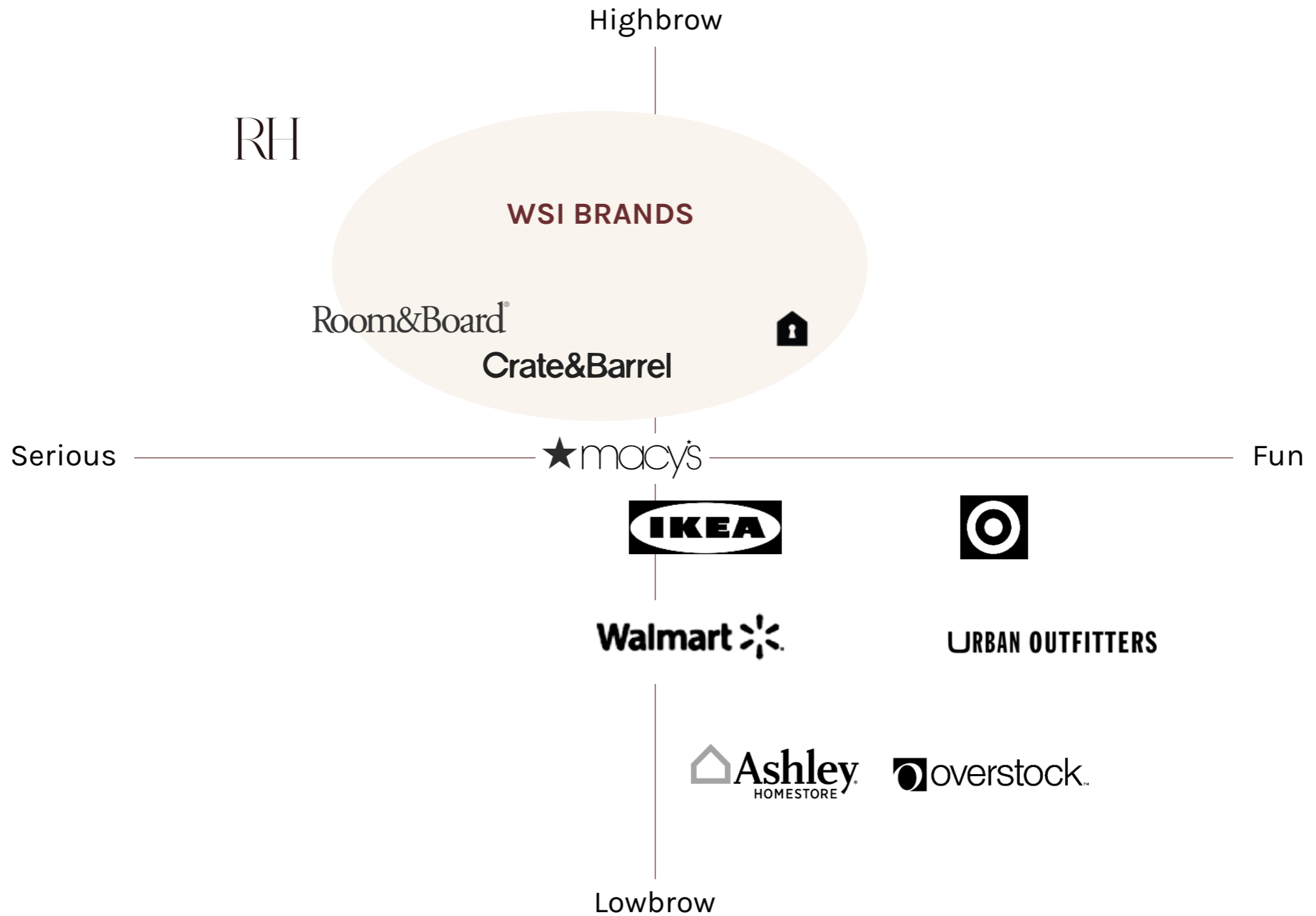
VOICE POSITIONING

Roles & Perspective

	RELATIONSHIP	ADDRESS/TONE	EXAMPLE
The Key	Self	As a collective, i.e. “we, us, our”	“CSR is important to us”
Members	Close Friends	Close, familiar, friendly, our most authentic voice	“We know CSR is important to you.”
Non-Members	Welcome Acquaintances	Inviting, slightly more formal	“Learn more about the CSR initiatives that are important to us”
In-house Experts	Colleague/Peer	Always give a title of authority, i.e. “Expert, Guru, Chef” Familiar, stronger sense of a close relationship	“Meet our CSR guru, answering our biggest sustainability questions”
External Partners	Admired, Famous Connection	Title of authority + showing of admiration/reverence	“Why CSR is important to surf legend Kelly Slater”
Brands	Family/Older Siblings	Our family of brands, theirs, they, participating brands, all our brands, any of our participating brands	“Here is what our brands are doing about CSR”

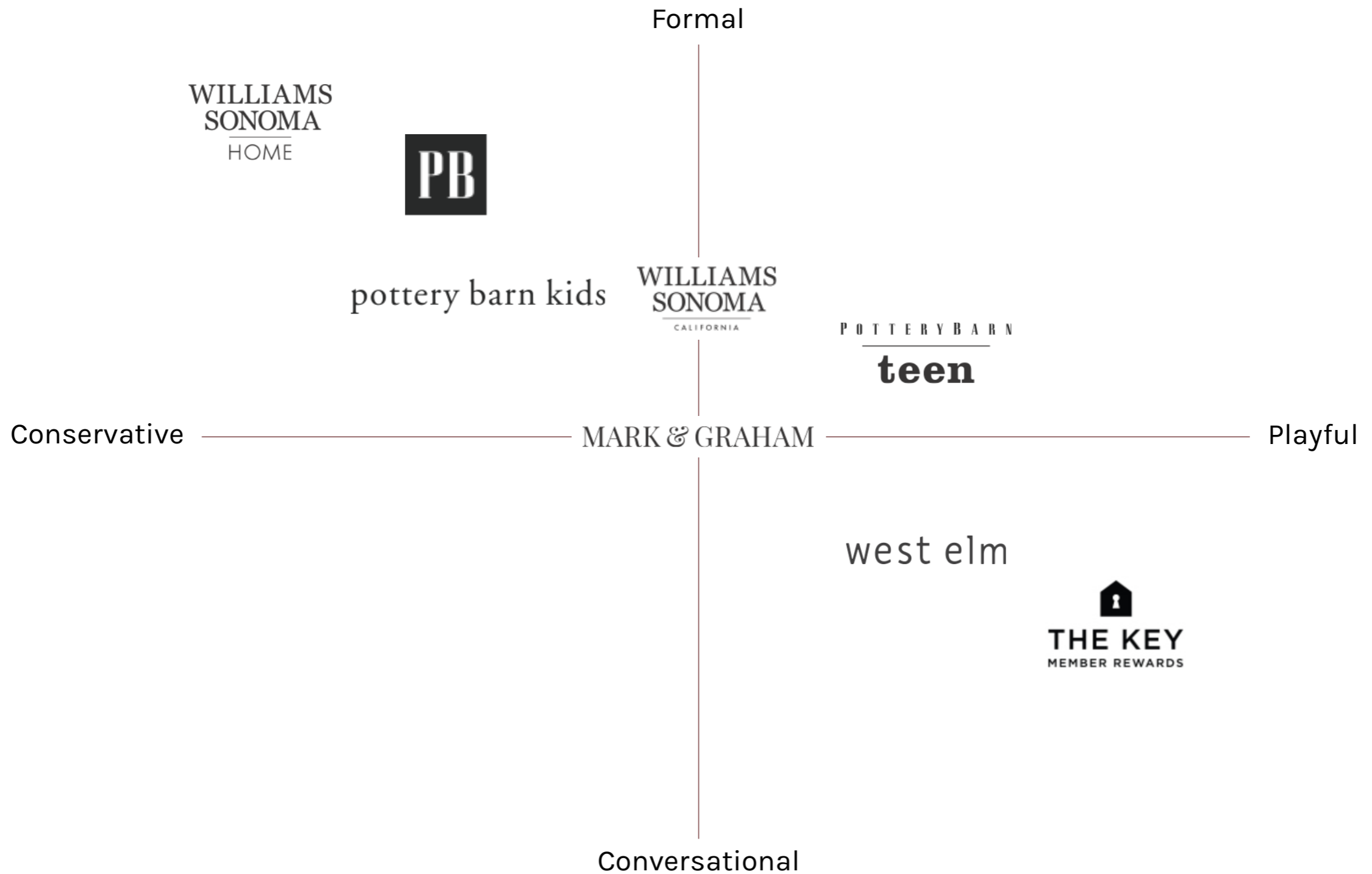
VOICE POSITIONING

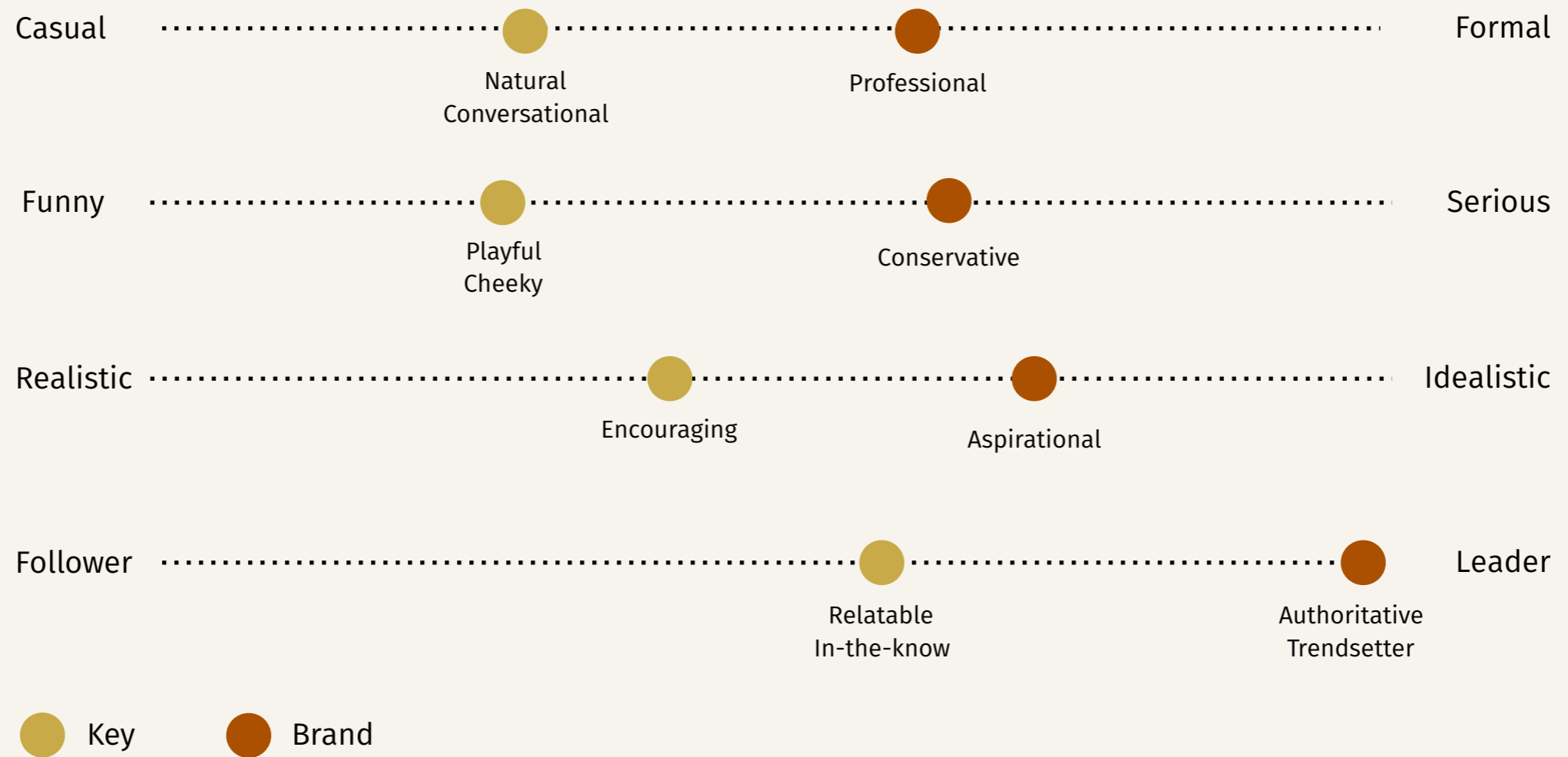
Industry Landscape



VOICE POSITIONING

WSI Landscape





SPECTRUM OF TONE

We complement the brands' aspirational and authoritative tone with a grounded yet playful approach.

EXAMPLES OF VOICE

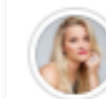
Do's and Don'ts

OUR VOICE	NOT OUR VOICE	WHY
Jackpot.	<i>not</i> You hit the jackpot!	Don't be too wordy; less is more.
Get Comfy.	<i>not</i> Get comfortable.	Don't use full words that aren't conversational.
Enough said.	<i>not</i> Need we say more?	Don't take the "punch" out of the phrase.
Love.	<i>not</i> OMG. Don't you love it?	Don't use age inappropriate tone or slang.
Yes way.	<i>not</i> Don't make us tell you again.	Don't be threatening or pushy.
It's on.	<i>not</i> It's SO on.	Don't make the excitement feel forced.

EXAMPLES OF VOICE

Member Interaction

OUR VOICE	WHY IT WORKS
<i>You're all that and dim sum.</i>	Word-play humor, puny, complimentary
<i>Check out the Williams Sonoma recipes Key members are loving right now.</i>	Brand credit, community-building, timely
<i>Key Tip: if you like it spicy, Master Chef Zucchini recommends adding a slice of jalapeño to bring the heat.</i>	In-the-know, expert title, Key exclusive tip
NOT OUR VOICE	WHY IT MISSED
<i>If you can't stand the heat get out of the kitchen.</i>	Corny, cliché, condescending
<i>Prove you're a pro by trying out these expert level recipes.</i>	Challenging, exclusive, abrasive
<i>Warning: these are hot, Hot, HOT!!!</i>	Silly, excessive capitalization, too many exclamation points



reesewitherspoon Who doesn't like biscuits? 🐶😋 (Recipe in my book #WhiskeyInATeacup!)

69w

EXAMPLES OF VOICE

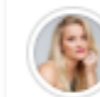
Expert Guide

OUR VOICE	WHY IT WORKS
<i>Can't get enough of the au-natural neutral look? Neither can we.</i>	Influencer role, casual, conversational
<i>For an effortless everyday look, Design Crew Stylist Gemma recommends layering textures with a monochromatic palette.</i>	In-the-know, specific, helpful, attainable
<i>Go on, you deserve it.</i>	Encouraging, cheeky, complimentary
NOT OUR VOICE	WHY IT MISSED
<i>The infinite potential of a blank canvas. All you have to do is imagine.</i>	Distant, lofty, unattainable
<i>Unsurpassed quality and unmatched breadth. This is what distinguishes our exclusive new rugs, each an individual work of art.</i>	Superlative-ridden, authoritative, snooty
<i>With exquisite craftsmanship and enduring style, our celebrated collections stand the tests of taste and time.</i>	Passive-informative, professional, posed

EXAMPLES OF VOICE

Shared Values

OUR VOICE	WHY IT WORKS
<i>100% sustainably sourced cotton by 2021. See how our brands are beating their goals.</i>	Eye-catching statistic, brand credit, accountability
<i>Real life—we get it. Our CSR expert, Eco-Ellen, gave us her top five tips to seamlessly integrate sustainability into your everyday routine.</i>	Realistic, actionable, personal, em dash for natural pause
<i>Walk through the life cycle of multi-use plastic and discover the power behind your purchases.</i>	Informative, empowering, insider
NOT OUR VOICE	WHY IT MISSED
<i>Our commitment to sustainability can't be beat.</i>	Vague, competitive, ownership
<i>Let us show you how sustainability works IRL.</i>	Slang, no expert leveraged, authoritative
<i>Are you still using single-use plastic? Check out these eco-friendly products that can save the planet.</i>	Judgmental, product-focused, lofty, unrealistic



reesewitherspoon

[#MyEcoResolution](#) is to continue using sustainable water bottles and limit my plastic consumption every day. 🌱 Even though I may not be perfect in my efforts, I'm making the resolution to make positive change to protect the environment. 🌍 What's your [#ecoresolution](#)? I nominate [@mindykaling](#) & [@jennifer.garner](#) to share theirs!

EXAMPLES OF VOICE

Transactional

OUR VOICE	WHY IT WORKS
<i>You earned it! You've unlocked rewards.</i>	Celebratory, "unlocked", appropriate exclamation
<i>How will you redeem your rewards?</i>	Personal, inviting, rewards (plural)
<i>You've got great style. Go ahead—show it off.</i>	Complimentary, encouraging, em dash for natural pause
NOT OUR VOICE	WHY IT MISSED
<i>You've earned a reward.</i>	Plain, "earned" used in confusing context, reward (singular)
<i>Don't miss out!!! Use your reward on your next purchase.</i>	Overly enthusiastic, pushy, unrealistic
<i>Hey Rockstar! Show us what you scored with that reward.</i>	Corny, demanding, not encouraging or motivating

LEXICON

Words to use, words to lose.

	USE THIS	NOT THIS	WHY
Program	The Key Member Rewards (formal use); The Key (casual use)	<i>The Key Rewards, Key Rewards</i>	Consistency with logo
Participants	Key Member (formal use); member (casual use, not capitalized like a proper noun)	<i>Key Holders, Members, rewards member</i>	Consistency across lexicon
Earning	Rewards	<i>Reward, Certificate, points</i>	Consistency across lexicon
	Rewards Progress, rewards in progress,	<i>Earned Rewards/Reward</i>	Consistency across lexicon
	Total Unlocked Rewards, Locked Rewards	<i>Available rewards, rewards balance, rewards to spend, earned rewards</i>	Consistency across lexicon
Brands	Family of brands, our brands, all our brands	<i>Williams-Sonoma, Inc., WSI, "The Key Brands"</i>	Natural vs. corporate
	Their[brands] product/collection/initiative	<i>"Our" product/collection/initiative</i>	Attribute brand credit vs. taking ownership
CTAs	Join, Join for Free	<i>Enroll, Become a Member, Sign Up</i>	Inviting/natural vs. demanding/formal
	Explore, discover, try, find, see, shop, view... more, now, >	<i>Check out, Check it out, take a look, "Shop the Brand Name Collection Now"</i>	Concise vs. wordy

Writing Standards

USAGE

Merriam Webster and Chicago Style

GRAMMAR

- Less is more. Primarily use very concise, complete sentences. Avoid wordy, run-on sentences.
- Simple descriptive titles are okay.
- CTAs are 1 or 2-words with no punctuation. A brand name can be inserted into the middle.
 - ✓ *Shop*
 - ✓ *Shop Now*
 - ✓ *Shop West Elm Now*
- Do not write CTAs longer than 5 words.

PUNCTUATION

- Use complete sentences, end in a period.
- Use exclamation points sparingly.
- Questions (and question marks) are okay.
- Em dash for conversational pauses.
 - ✓ *Real life—we get it.*
- Parenthesis for characteristic flair.
 - ✓ *Here comes summer (and margaritas!)*

MECHANICS

- Do not use texting acronyms like LOL, OMG, etc. Subject lines can be an exception.
- Use sentence case for clauses & complete sentences. Use title caps for phrases, and does not end with a period.
 - ✓ *Organic cotton—why it really matters.*
 - ✓ *A Guide to Organic Cotton*
- Only proper nouns are capitalized in sentences.
 - ✓ *The new Pearce Collection is here.*
 - ✓ *A new collection is here.*
- Try to balance visually with proper nouns. For example: Made in America vs. American made.