

CLC WORLD

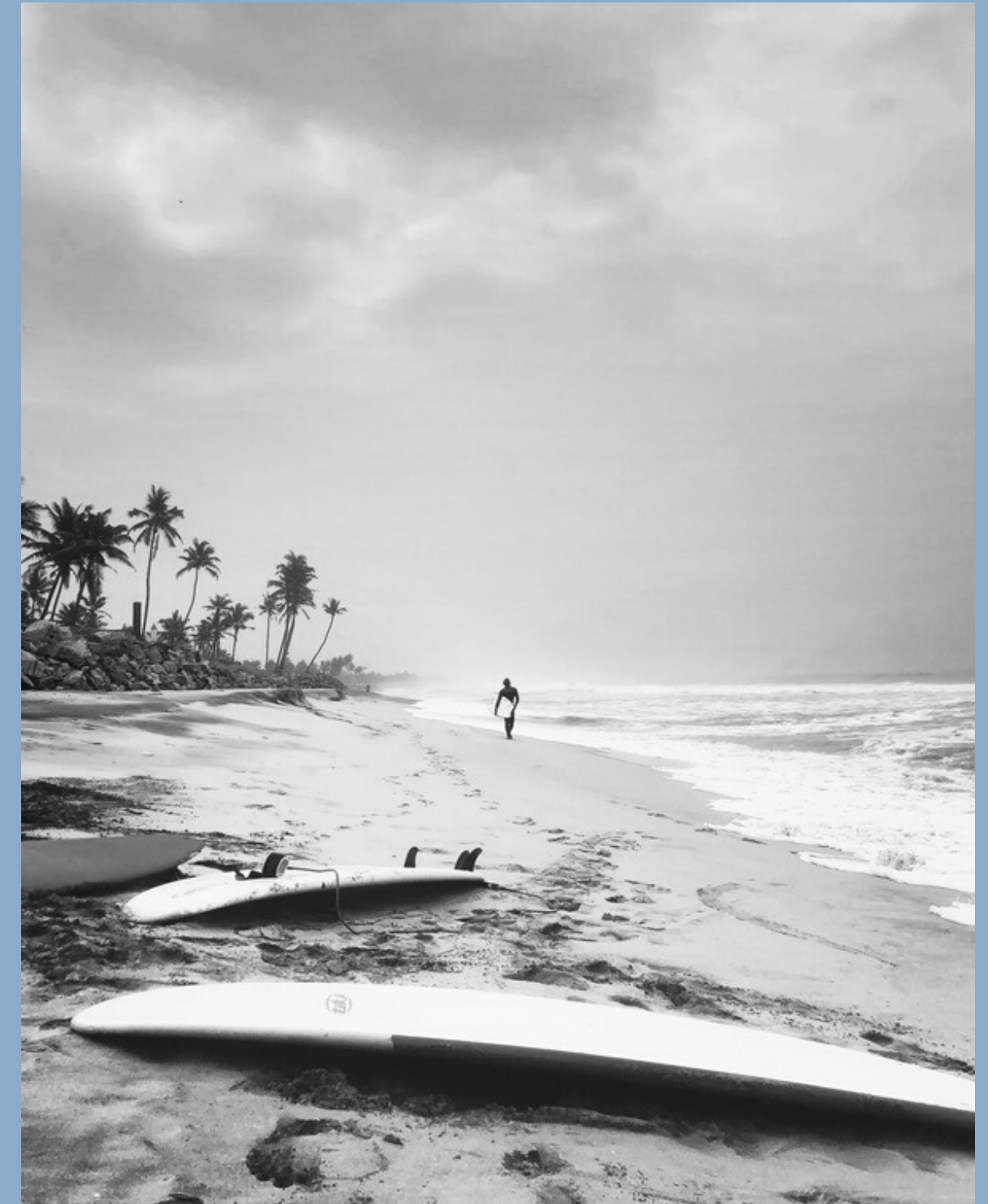
tone of voice guidelines

Corin Creates Ltd

contents

MAIN TOPICS

- What is TOV?
- How to TOV fit with Brand Purpose?
- Defining the CLC World Brand Purpose
- Who are CLC World speaking to?
- What do CLC World competitors sound like?
- What is the CLC World TOV?
- How to craft copy:
- How does it sound?
- How does it look?
- How does it feel?



what is tone of voice?

IN A NUTSHELL, TONE OF VOICE (TOV)
ISN'T WHAT WE SAY, IT'S HOW WE SAY
IT. WHICH IS JUST AS IMPORTANT –
SOMETIMES MORE SO.

TOV is our personality. It's that sprinkling of something special that consistently sets us apart from other brands. You'll find it in **the language we use, the moods we capture, and the way our words make you feel.** TOV defines how we communicate the right messages to our members and guests. It helps **to better define our relationships, our status, our knowledge and our purpose.** TOV goes hand in hand with all things Brand. And best of all? Our TOV is totally unique to us.

**hang on, how
does TOV fit
with brand
purpose?**

**Think of brand purpose as the
soul and meaning behind your
Brand. The reason it exists.**

Brand purpose impacts how a brand looks, speaks and acts. It's one of the driving forces that forms the tone of all messaging and communication.

take *Dove* for example...



BRAND PURPOSE

Superior self-care that celebrates real women

BRAND TOV

Caring, supportive, encouraging, empowering, feminine, human, real-talk





None of these women are hair models. After all, neither are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at www.campaignforrealbeauty.com



grey?
 gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.


campaignforrealbeauty.co.uk 




wrinkled?
 wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk 



ugly spots?
 beauty spots?

campaignforrealbeauty.ca 

Dove Firming. As tested on real curves.



new 

**too often,
brands lose
site of purpose
and focus
solely on
profit.**

**Customers can see straight
through this.**

**Edelman's Earned Brand
2018 Report** found that 64% of
people choose brands because of
their stance on social issues.

**Kantar's Purpose-Led Growth
Study** revealed that brands with a
strong commitment to purpose
have grown at twice the rate over
the past 12 years.

however...

"Woke-washing" is threatening advertising's credibility and trust, warns Alan Jobe, Unilever CEO

Ad campaigns that promise to improve the world but fail to take real action are having a damaging impact on the industry.

Jobe explains that when purposeful marketing is done "properly" and "responsibly", it can help restore trust in brands. However, he adds, this is at an "important crossroads".

– GURJIT DEGUN,
CAMPAIGN LIVE

"There are too many examples of brands undermining purposeful marketing by launching campaigns which aren't backing up what their brand **says** with what their brand **does**."

**So, it goes without saying
that to earn trust, stay competitive
in the market, and truly offer a
great product, brand purpose must
be genuine and it must be
embedded.**

defining our purpose: who are CLC World?



ARE WE FOCUSSED
ON MORE TIME FOR
FAMILY MEMORIES?



ARE WE SIMPLY
YOUR HOME AWAY
FROM HOME?

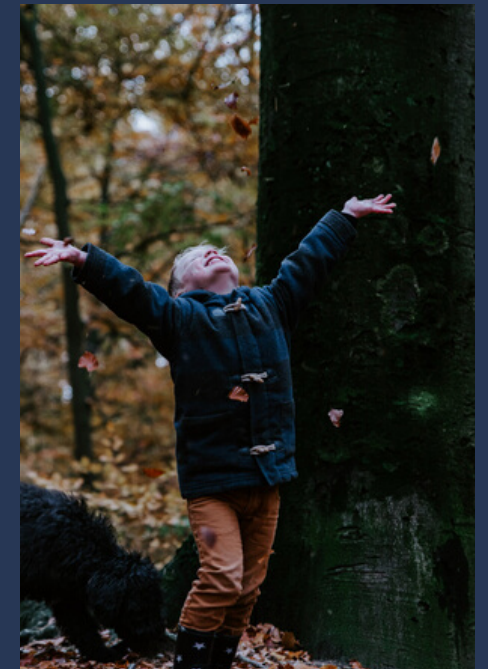
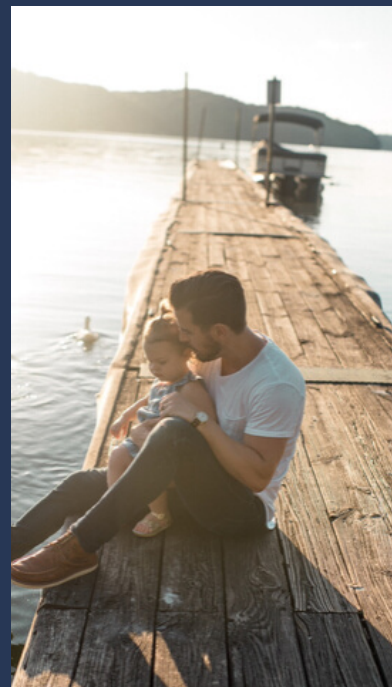


DO WE SPECIALISE IN
BRINGING PEOPLE
CLOSER TOGETHER?

MORE TIME FOR FAMILY MEMORIES

CLC World exists to...

- **Encourage** families to spend precious time together
- **Provide** time and space for memorable experiences
- **Enable** families to escape the time-consuming limitations of leading busy lives
- **Create** more time for the things that matter most



BUZZWORDS

Fun times

Savour

Cherish

Make it count

Making memories

Time together

Family time

Time for each other

Quality time

That moment when...

Live the moment

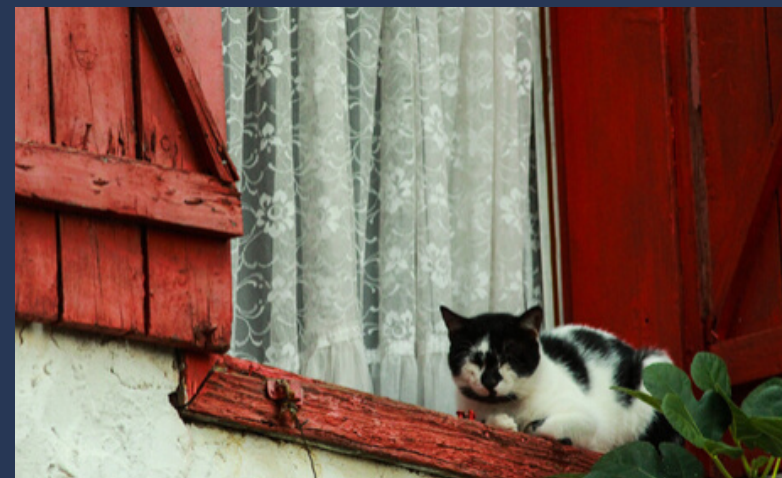
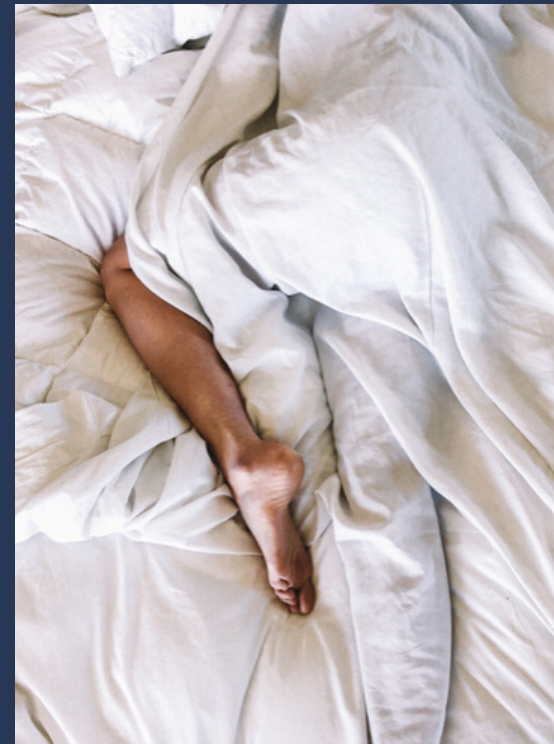
Time out

Good times

One to remember

Live the moment

That time when...



YOUR HOME AWAY FROM HOME

CLC World exists to...

- **Encourage** you to experience the world risk-free
- **Provide** a comforting and familiar home away from home that makes you feel at ease
- **Enable** people to escape everyday chaos without forgoing everyday comforts
- **Create** welcoming and friendly holiday experiences you'll want to return to again and again

BUZZWORDS

So chilled

Make yourself at home

Home comforts

Make yourself comfortable

Oh so peaceful

Help yourself

Homely

Put the kettle on

Friendly faces

Get comfy

See you again soon

Welcome home

And relax...

Let go

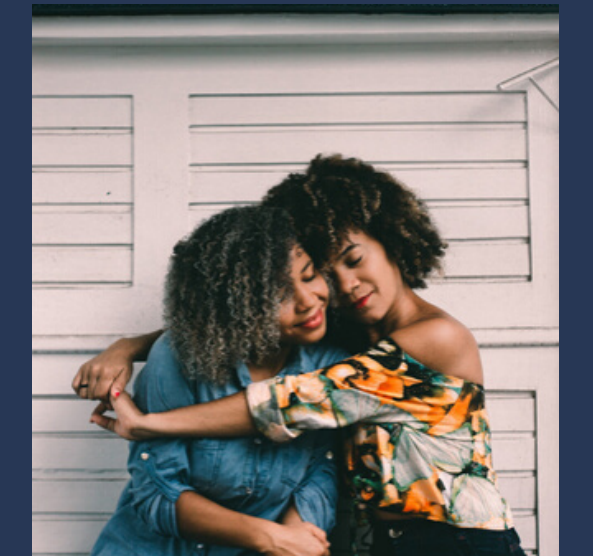
Put your feet up

Happy place

BRINGING PEOPLE CLOSER TOGETHER

CLC World exists to...

- **Encourage** Friends, families and neighbours to bond through shared experiences
- **Provide** a strong sense of community
- **Enable** people to feel closer to the people they care about
- **Create** shared experiences that make you feel connected to others



Share the love

We got you

Part of the community

Something for everyone

Loved ones

Feel the love

Get together

The whole gang

BUZZWORDS

Reconnect

Get involved

Sharing is caring

Thanks for sharing

Your people

Lovely people

Favourite humans

Friendly faces

chosen approach:

MORE TIME FOR FAMILY MEMORIES

chosen approach: the insight

Life feels busier and more overwhelming than ever – people live separate lives, have demanding responsibilities, and feel too overloaded to spend quality time together.

However, expert advice has been emerging over the years to say that we are not physically busier than we've ever been, but we *feel* mentally overloaded due to the breaking down of traditional work-life barriers thanks to mobile phones. Busy-ness is a love-to-hate trend and people are craving respite from it the concept of having no time.

- OLIVIA
BURKMAN,
BBC FUTURE

"There are always more incoming emails, more meetings, more things to read, more ideas to follow up – and digital mobile technology means you can easily crank through a few more to-do list items at home, or on holiday, or at the gym. The result, inevitably, is feeling overwhelmed: we're each finite human beings, with finite energy and abilities, attempting to get through an infinite amount. We feel a social pressure to "do it all", at work and at home, but that's not just really difficult; it's a mathematical impossibility."

reason to believe:

PEOPLE ARE CRAVING MORE FREE TIME

CLC World: the solution

Let us take you there...

A place of less stress, duties, to-do lists and chores, so that you can claim back that much-needed mental space.

A chilled-out haven where you can just enjoy the moment for a while, free from past or future pressures.

A reliable holiday experience that saves you time on research as well as worry.

A time for now, making life-long memories with the people who matter most.

HOW DOES THIS INFLUENCE OUR TOV?

More time...

...for family...

...memories

PRIORITY MESSAGING:
TO CAPTURE THE IDEA OF HAVING MORE TIME TO RELAX BECAUSE CLC HAVE TAKEN CARE OF ALL THE STRESSFUL STUFF.

HOW?

By using reassuring language as care givers that put 'you' (the guest or member) at that heart of everything.

SECONDARY MESSAGING:
TO EMPHASISE THE IMPORTANCE OF FAMILY OR 'THAT FAMILY FEELING'.

HOW?

By using familiar, friendly and conversational language that sounds like a real person speaking.

SUPPORTING MESSAGING:
TO USE THE POWER OF MEMORY TO EVOKE RELATABLE EMOTIONS.

HOW?

By creatively describing feel-good feelings or food, or mentally transporting the reader to their dream holiday moments.

who are CLC World talking to?

AUDIENCE SEGMENTS

audience segments



THE MIDWAY
EXPLORES
HOLIDAY OWNERSHIP



THE LUXURY
SETTLERS
REAL ESTATE



THE VARIETY
SEEKERS
LEISURE

The midway explorers

The luxury settlers

The variety seekers

Product Interest

Holiday Ownership

Real Estate

Leisure

What they want?

Dependable, convenient, family oriented resorts, at a price they can afford, in places they know they like.

Familiarity and trust that they will get a premium experience whenever they visit.

A variety of experiences, all around the globe under a familiar brand umbrella.

Desired response

"CLC gives me and family everything we need when we go away - wherever we go"

"CLC could make it possible for me to own my own dream holiday home"

"CLC is one of my first stops when I'm looking for a holiday"

what do CLC World competitors sound like?

COMPETITOR ANALYSIS

MARRIOTT
BONVOY™

BALANCE MORE
mind and body.

30 Hotel Brands. Endless Experiences. Rewards Reimagined.
JOIN AT MARRIOTT.COM

Make every journey rewarding.

SIGN IN JOIN NOW

Elevate Your Stays

Make Your Friends Jealous #MarriottBonvoy

Follow @MarriottBonvoy.



EARN YOUR WAY TO AMAZING

JOIN NOW

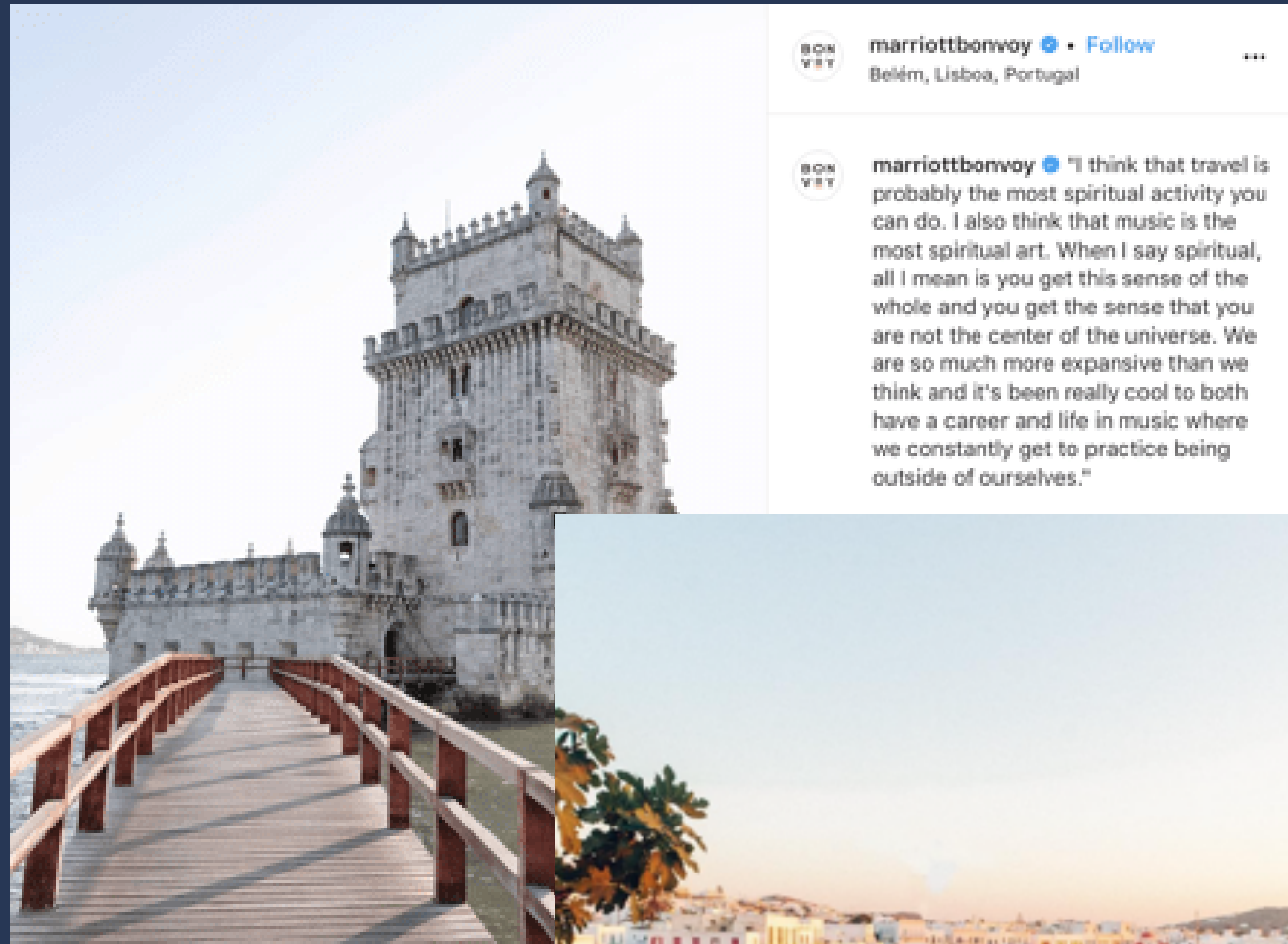


MARRIOTT
BONVOY™

Launching in 2019, Marriott Bonvoy replaced Marriott's previous three separate loyalty programmes.

Their first TV advert launched during the Oscars, giving an indication of the target audience and spend behind the campaign.

Tone is direct, clever, confident, simple and persuasive. Using modern 'Brand speak' but in a non-corporate way that still appeals on a human level.



marriottbonvoy • Follow
Belém, Lisboa, Portugal

marriottbonvoy "I think that travel is probably the most spiritual activity you can do. I also think that music is the most spiritual art. When I say spiritual, all I mean is you get this sense of the whole and you get the sense that you are not the center of the universe. We are so much more expansive than we think and it's been really cool to both have a career and life in music where we constantly get to practice being outside of ourselves."



marriottbonvoy • Follow
Mykonos, Greece

marriottbonvoy Don't let your #vacation days go unused at the end of the year. Use the #timeoff from work to reflect, relate and reset. Studies have shown that travel enhances creativity and helps build and strengthen relationships. Take a trip and find yourself more productive at work upon your return. Block off ^{Edited} time on your calendar for travel. ~~When~~ Will you use your remaining vacation days?



marriottbonvoy • Follow
New Orleans, Louisiana

marriottbonvoy "It feels like a city of color. A city with all these amazing colors and hues, music, food, and not just the old tourist stuff. There's something there that I found really fantastic. I would encourage people to go past the tourist part of New Orleans because when you really get into the dive bars and the hole-in-the-wall food, it's just transcendent."

Director @ava DuVernay spoke to @mbonvoytraveler about her love of #NewOrleans. Photo by @thirtyninetyliving.

24w

4,116 likes

AUGUST 21, 2019

Add a comment... Post

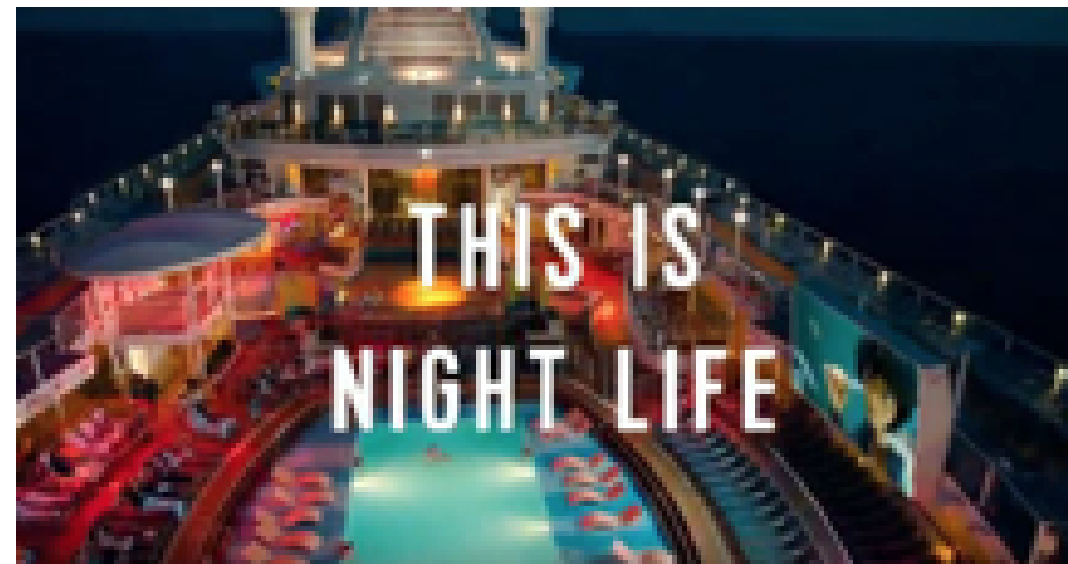
Tone is... more personal for social, where it becomes supportive, human and caring. MB commonly use guest posting as a way of speaking to their audience person to person, rather than brand to person, to aid authenticity when it comes to tips and advice.

BON VOY

marriottbonvoy • Follow

57 posts 1m followers 32 following

Marriott Bonvoy
A travel program with extraordinary hotel brands and endless experiences.🌍
What's good travel to you? #MarriottBonvoy 🍷
marriottbonvoy.com



Founded in 1968,
Royal Caribbean
is a popular
cruise-line brand



In the name of relevancy, moving with the times and maintaining a strong appeal to the modern family, their 2020 campaign features the voice of Jodie Whittaker (the first female Dr Who).

The campaign successfully modernised the brand with a fresher tone that uses popular language like 'grammable' and 'group chat' without being too try-hard or uncool.

Tone is positive,
confident, exciting,
self-assured, direct
and hyperbolic





royalcaribbean • Follow
Oasis of the Seas

royalcaribbean • Get this on loop. 📺
#OasisoftheSeas
📍: @adumbman

3d

mamajones0717 Sailed on the oasis of the seas wonderful



royalcaribbean • Follow
Perfect Day At CocoCay

royalcaribbean • Rise and shine. ☀️
#PerfectDayAtCocoCay
📍: @11shots

3d

cheapcruises_official We love this view 😍

3d 1 like Reply



royalcaribbean • Follow
Independence of the Seas

royalcaribbean • Stay strong, the weekend is coming. 💪

4d

jmac582 Favorite ship in the fleet 🔥

4d 2 likes Reply

View replies (1)

14,392 likes

4 DAYS AGO

Add a comment... Post

Tone is... confident and relatable in its simplicity. The caption lets the striking and vibrant image speak for itself for instant, thumb-stopping impact. The tone is easy, carefree, modern and perfectly tailored to the platform.



royalcaribbean • Follow

3,589 posts 1.1m followers 499 following

Royal Caribbean International
Nothing to see here. Except the 🌐. http://bit.ly/RC_PrivacyPolicy_JG
bit.ly/OAamplified360-2

SAGA

Founded in 1959, Saga offers insurance and trips for the over 50s, including cruises, holidays and memberships.

Their 2019 campaign 'The World is Waiting to Meet You' flips the concept of bringing memories back from your holiday by looking at the mark Saga customers leave behind on the places and people they meet. Why? The brand sought to launch a more confident and adventurous side with a new look and voice in the light of Brexit.



Anthony Bale 
@RealMandeville

Outraged phonecall from my mother: she was shocked to receive @SagaUK brochure advertising cruises "exclusively for Brits." She asked me why they would say this & if it's legal. 🙄

(Also, in terms of grammar pedantry, "Exclusively Adult Only" + "For Over 50's" is distressing)



1,282 likes · 10:06 AM · Sep 19, 2019 · Hammersmith, London

914 people are talking about this



He said his 75-year-old mother was "shocked to receive Saga brochure advertising cruises 'exclusively for Brits.' She asked me why they would say this and if it's legal."

Ruth Bale, a retired probation officer, told *The Guardian* it was a "sad reflection" of the state of the nation.

However...

the brand reverted back to an old fashioned, out-of-touch TOV. Just 9 months later in September, they were criticised for their backwards messaging (not to mention the poor grammar), which highlights the importance of a consistent TOV that resonates with its intended audience.



An all you can eat breakfast. For not many beans.

At this time, whilst most people are tightening their belts, you'll have to loosen yours after tucking into our all you can eat breakfast. Sausage, bacon, and eggs, why stop there? You can have the works and wash it all down with Cornia coffee or tea from just £5.50. If you don't fancy a fry up there's fresh fruit salad, yoghurt or granola too. And for the under-16s, it's free.

Visit premierinn.com or call 0870 242 8000.

Everything's Premier but the Price



alamy stock photo

Premier Inn is a British hotel chain and the UK's largest hotel brand, with more than 72,000 rooms and 800 hotels.

The brand has successfully maintained the same friendly, feel-good tone over the years, channelling the feeling that comes from a great night's sleep. They champion British humour through shared experiences, familiarity and the #goodnightguarantee with consistent attention to detail in terms of a tone that captures a feeling. You always recognise it's them talking and they aren't afraid to reiterate the same facts and feelings over and over. This tone is personified by British comedian Lenny Henry.



2008



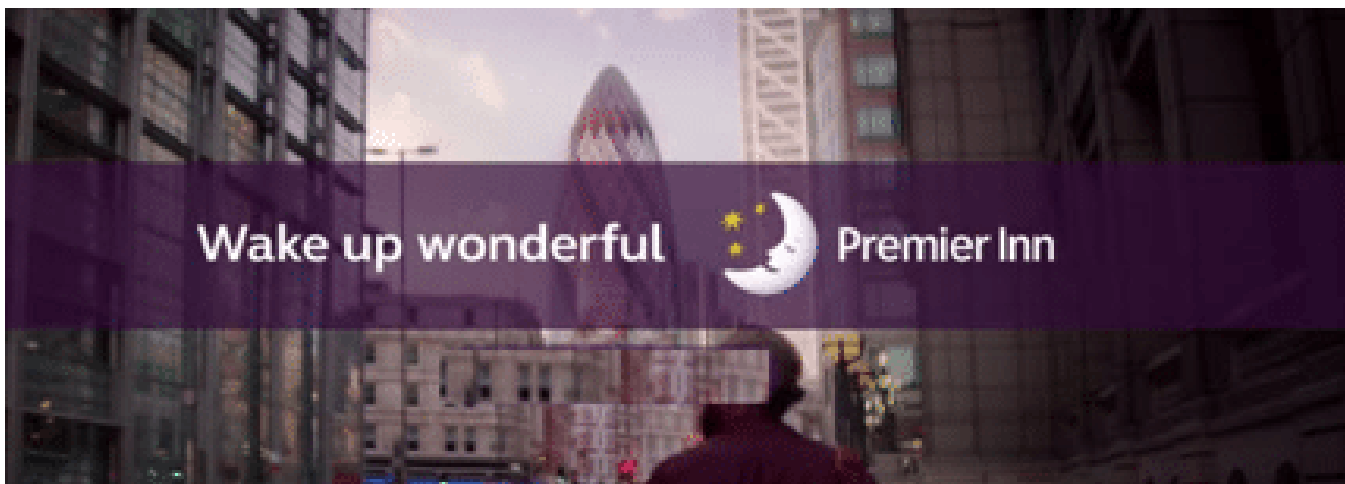
2014



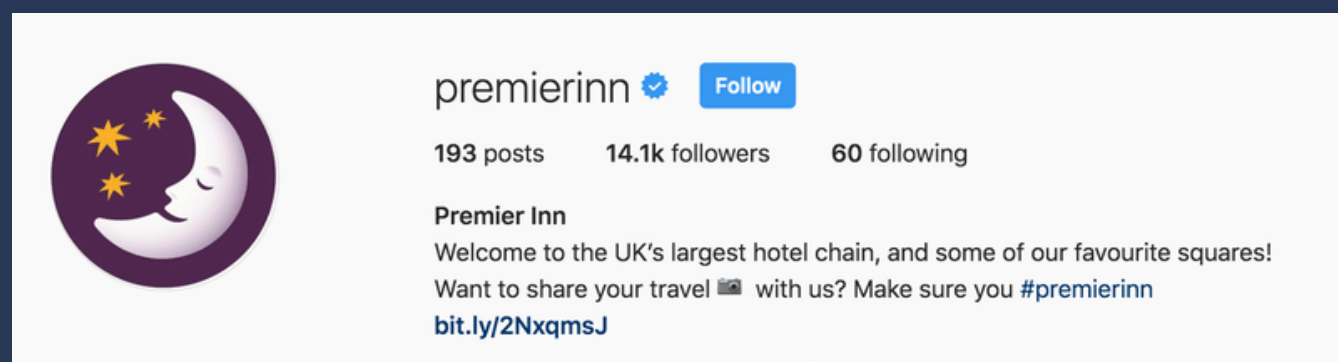
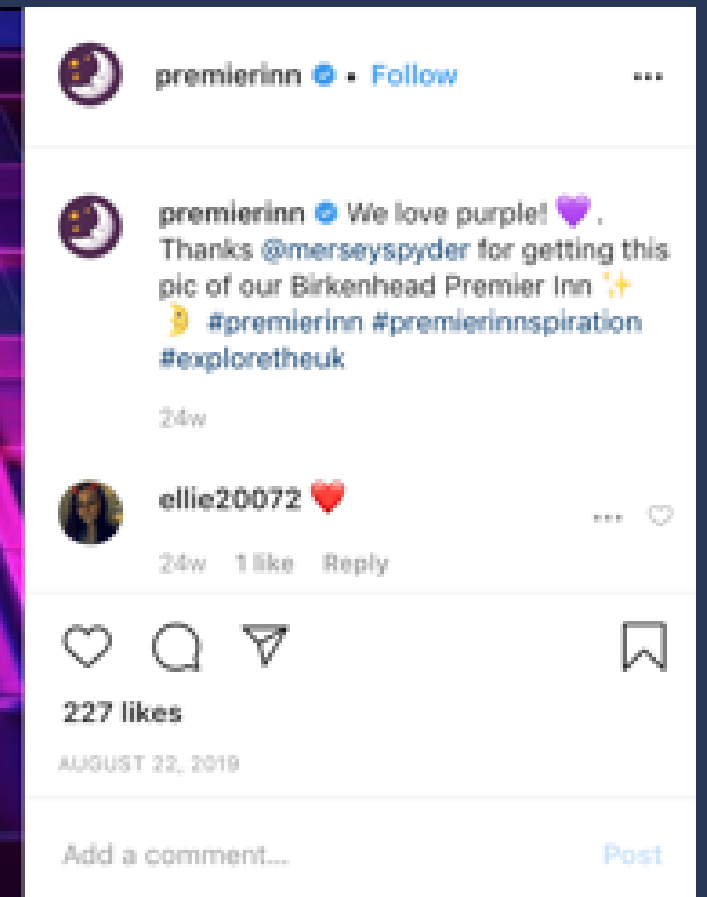
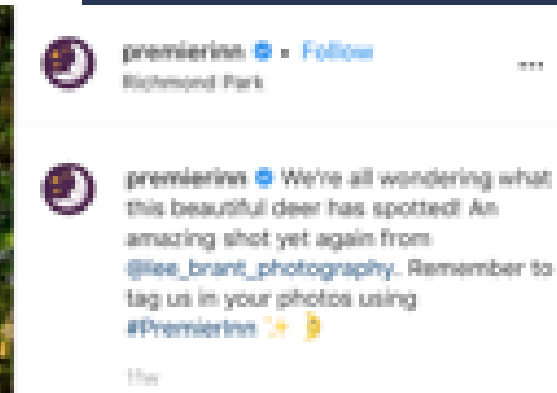
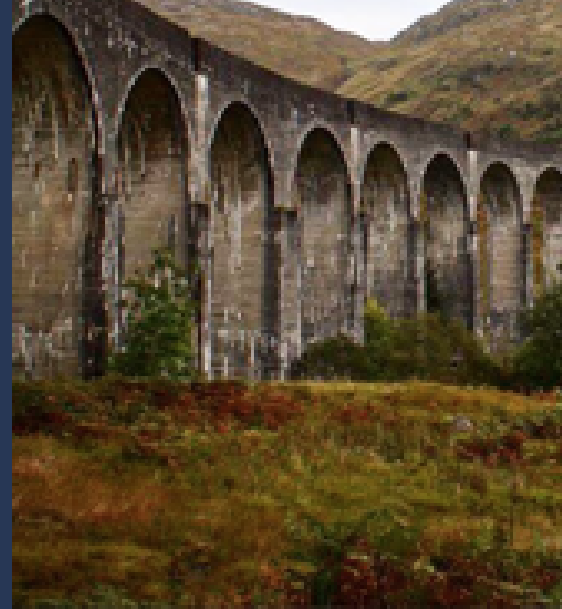
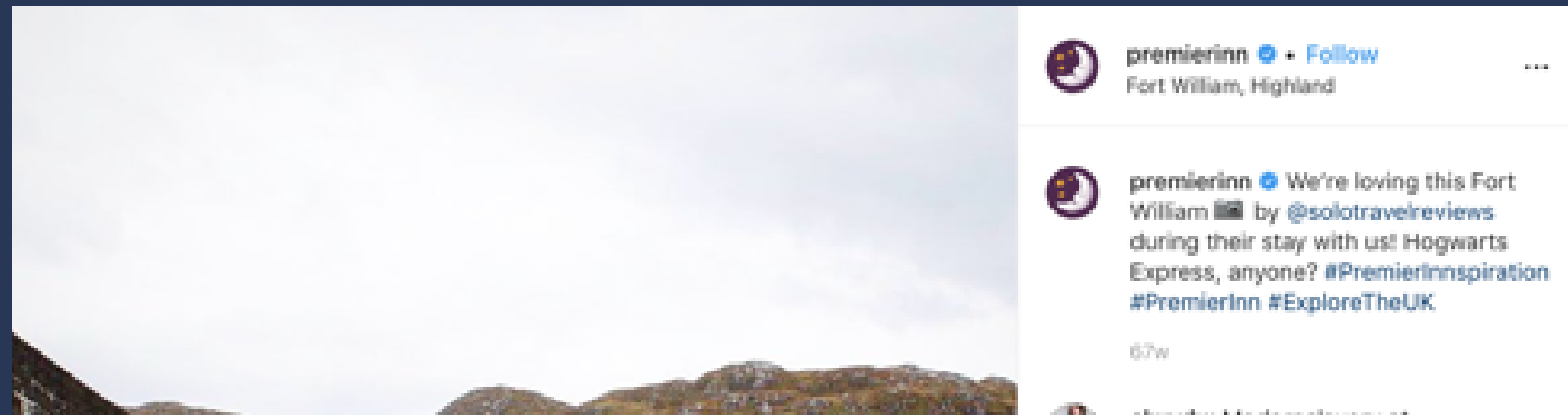
2015



2018



Tone is... conversational with subtle humour that creates a friendly, person-to-person feel. Premier encourage followers to share photos to boost engagement.





MEMBERSHIP

Soho House was founded in 1995 as a home from home for people working in the creative industries. It has since grown into a community of like-minded individuals with Houses all over the world.

Four types of membership are available: Local House, Every House, Under 27 Local House and Under 27 Every House.

Every House membership provides access to all of Soho House's Every House clubs around the world with the exception of Little Beach House Malibu – which requires an additional Malibu Plus membership.

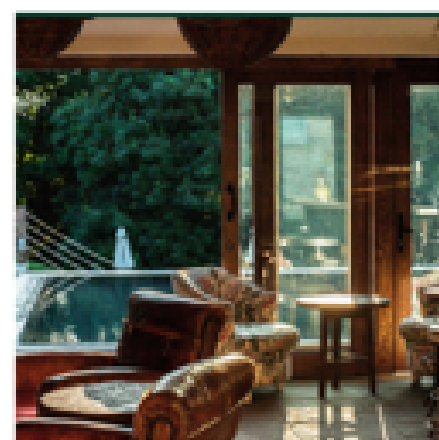
Prospective members should apply to the House closest to their home or work, and must be nominated by two existing Soho House members. If you'd like to start your application, please select your local House from the options below.

Soho House is an exclusive private members' club that's notoriously all about status.



Built on reputation with no need to sell themselves or use persuasive, romanticised language, the tone is generally formal, factual and direct.

Their uncomplicated style creates a sense of authority: Soho House doesn't need to try hard to capture your imagination and they make a point of being a little distant.



BABINGTON HOUSE

A Georgian manor house with a Cowshed spa, indoor-outdoor pool, tennis courts, cricket pitch, 32 bedrooms and 18 acres of British countryside.

[Apply for Membership](#)



ELECTRIC HOUSE

Our House on Portobello Road has a rooftop terrace, a library, a bar, and one of the oldest cinemas in London for a next-door neighbour.

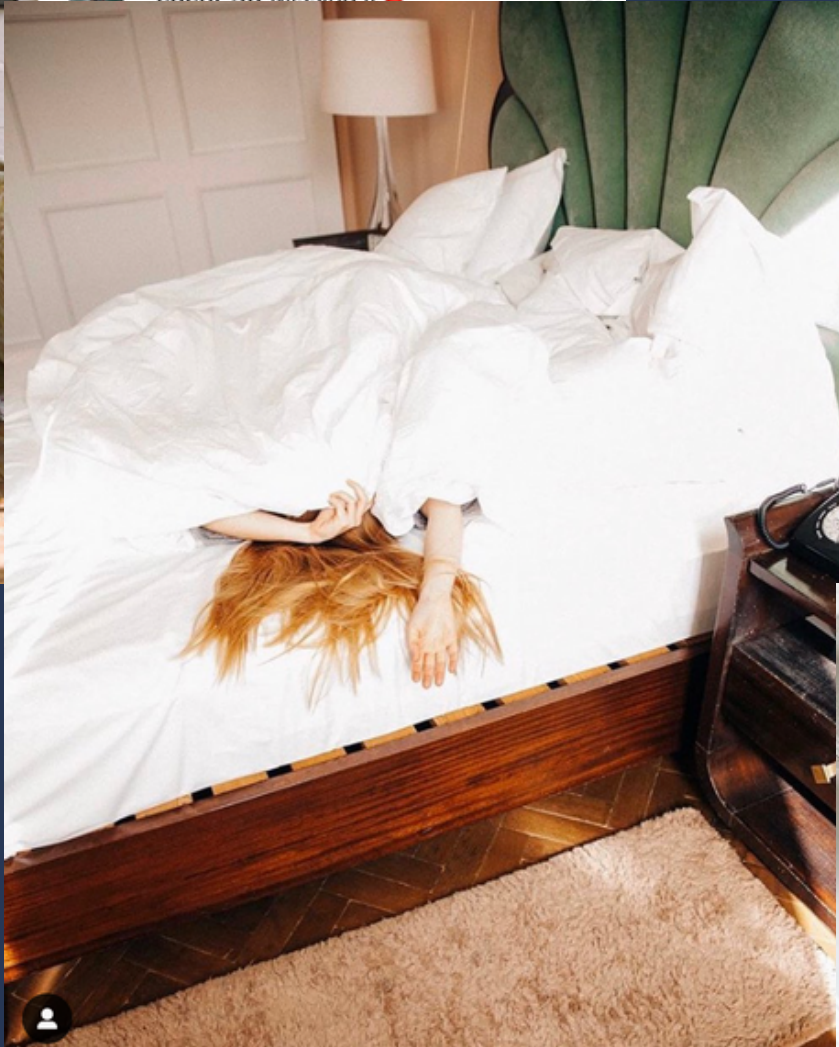
[Apply for Membership](#)



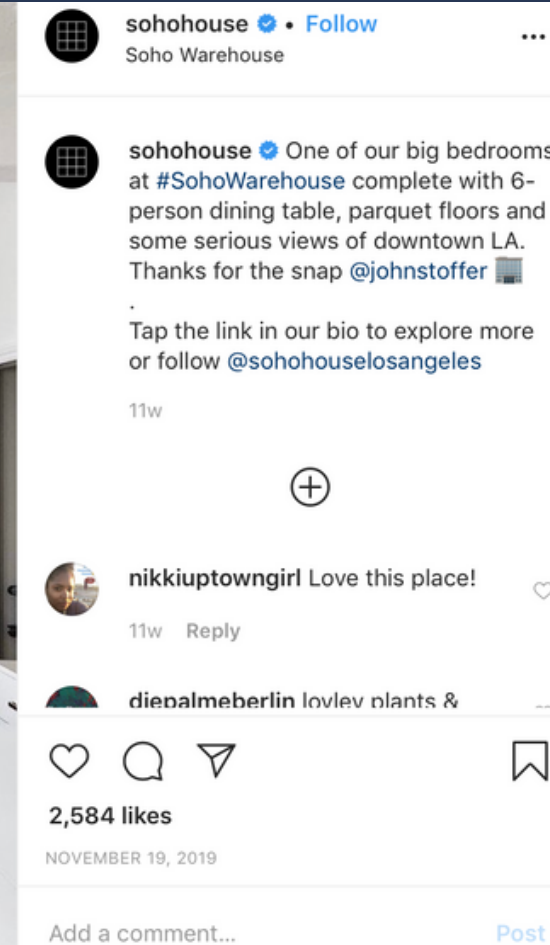
HIGH ROAD HOUSE

In West London, our Chiswick club has an intimate restaurant, a bar, a lounge area, 14 bedrooms, flexible event spaces and a public brasserie.

[Apply for Membership](#)

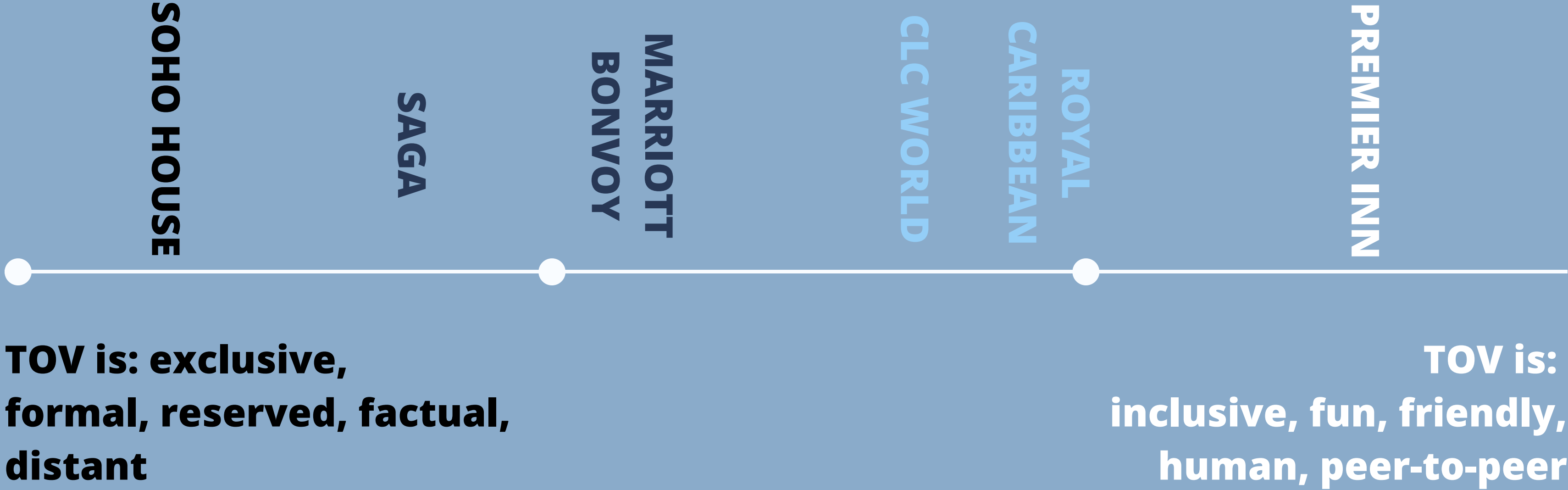


Tone is... cool, understated, confident and subtle. The 'in-joke' of 'December mood' meaning party season is suggestive of 'group mentality' and the experience doesn't need to be explained to be shared. The tone masters the beauty of creating meaning from all the things left unsaid.



sohohouse profile information including 1,458 posts, 499k followers, 810 following, and a bio describing it as a global private members' club for people in the creative industries.

TOV competitor scale - where do we fit in?



what is the CLC World TOV?

DEFINING HOW WE SPEAK

**we are selfless,
approachable,
knowledgeable
& relatable.**



Why holiday with CLC World? We're with you every step of the way. No more endless research, no more risks, no more *sighs of relief* when you open the hotel door and think phew – everything's okay. We go that one step further to make your time with us memorable, for all the right reasons. Time after time after time. Thrilling alpine adventures? Wild Highland encounters? Pristine blue waters? Let us take you there. To that moment – you know – where there's no place for stress and no time like the present. A place for the whole family to just well, be a family. You can leave everything else safely in our hands.

we are selfless...

**WE USE SUPPORTIVE,
REASSURING LANGUAGE THAT
LEAVES THE READER FEELING
GOOD**

E.g.

“Let us do the hard work for you. You’re in safe hands.”



never needy

**OUR TONE IS NEVER DEMANDING,
FORCEFUL OR MANIPULATIVE**

E.g.

“Trust us to take care of everything. Go on, you know you want to!”



**we are
approachable...**

**WE ARE FRIENDLY, RELAXED
AND INFORMAL, PUTTING THE
READER AT EASE**

E.g.

“Need some more info? Our staff are
always happy to help.”



never over-friendly

**WE ARE NOT OVERBEARING,
CHUMMY OR UNPROFESSIONAL**

E.g.

“Give us a bell and we’ll get it sorted.”



we are knowledgeable...

**WE TAKE GREAT PRIDE IN OUR
EXPERTISE AND LEAVE THE
READER FEELING UPLIFTED AND
INFORMED**

E.g.

“There’s something special about Seville. The air is ripe with the fresh, citrus scent of oranges and there’s great food and wine around every winding corner. El Rinconcillo is up there with one of our favourites – the oldest tapas bar in the city.”



never boastful

**WE DO NOT SHOW OFF, OVER-
PROMISE OR EXAGGERATE**

E.g.

“We know everything there is to know about Seville. What a supremely wonderful place to try the most delicious food in the whole world.”



we are relatable...

WE DRAW ON FAMILIAR FEELINGS AND SCENARIOS, LEAVING THE READER FEELING UNDERSTOOD.

E.g.

“You know that feeling on the first day of your holiday, when you stretch out on the beach? Or choose your first cocktail by the pool? Or feel the warm sun on you face? That’s what life is really about, right?”



never generic

WE ARE NOT BORING, EXPECTED OR UNIMAGINATIVE.

E.g.

“From lying on the beach, to drinking cocktails by the pool to sunbathing in style, we’ve got you covered.”



crafting copy

THE 4 C'S CHECKLIST

1. confident

Confidence comes from short, sharp and deliberate sentences. Like this one. And this one. We mix these up with longer sentences to create a steady pace. Long, short, short. Or short, short, long.

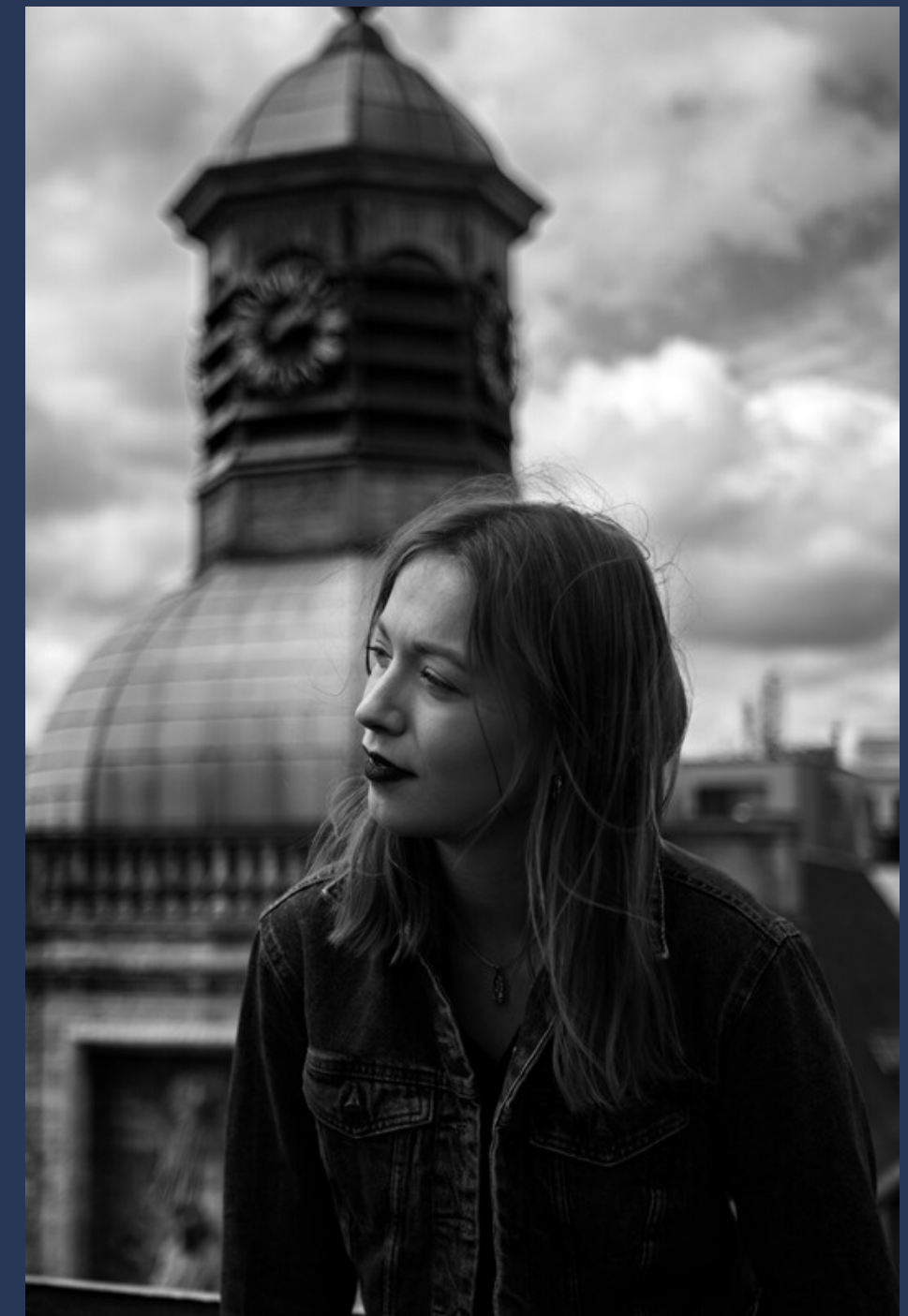
Confidence also comes from being authentic and consistently 'us' in every piece of communication we create.



2. charming

Charm lies in our choice of words. Note "words", not "vocabulary". We're not pretentious and we never show off. We're casual and relaxed. Plus, we want our language to put people at ease, person to person.

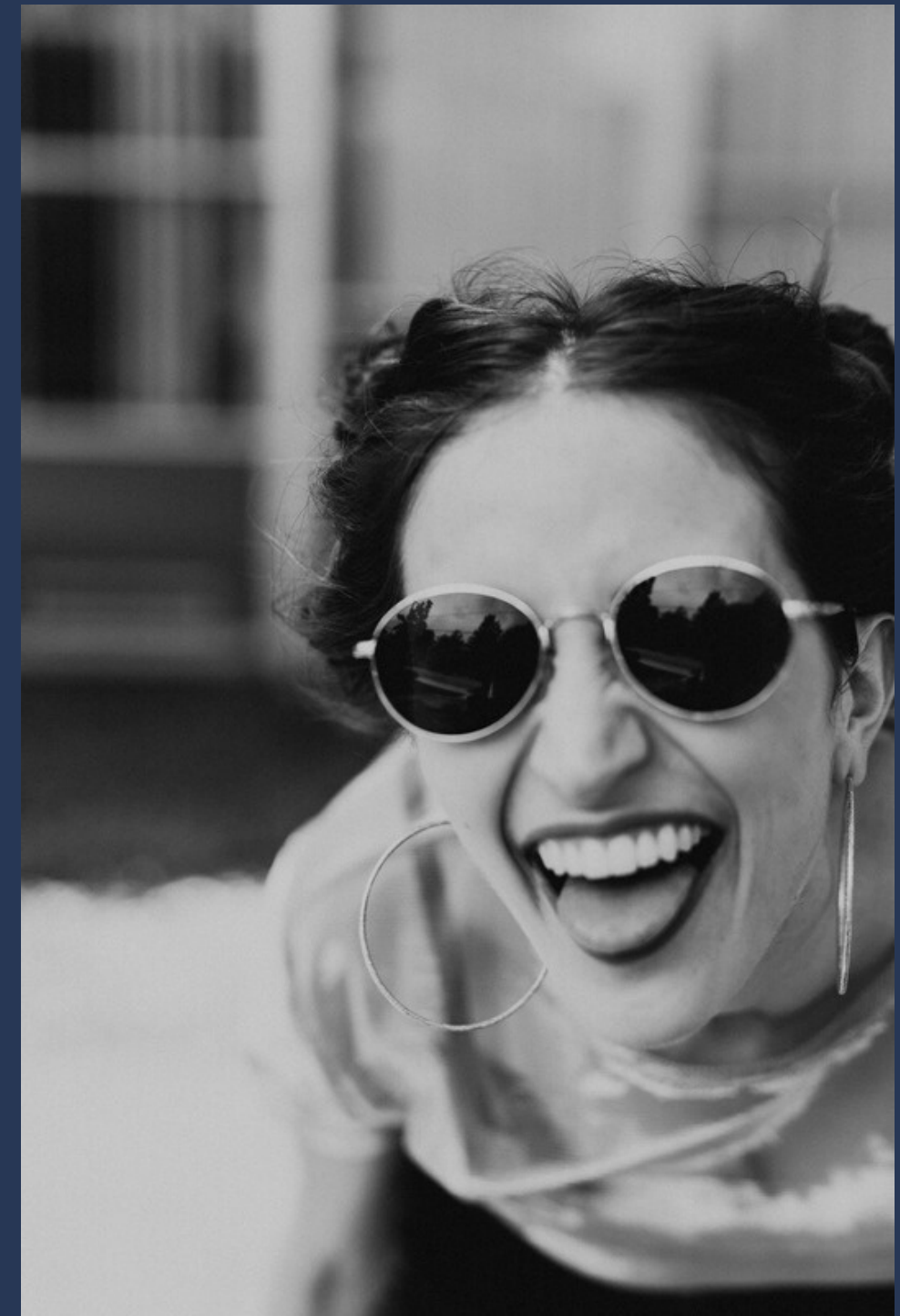
Stuffy, old-fashioned, formal words are not so charming. Relatable, familiar, friendly words are. So, out with archaic, pretentious words like "ubiquitous", "sublime", "supreme" and "delightful" and in with more human phrases like "all-over", "so beautiful", "simply stunning" and "wow-factor".



3. conversational

Meaningful and genuine conversation is the backbone of everything we communicate. It's the simple trick of writing the way we speak.

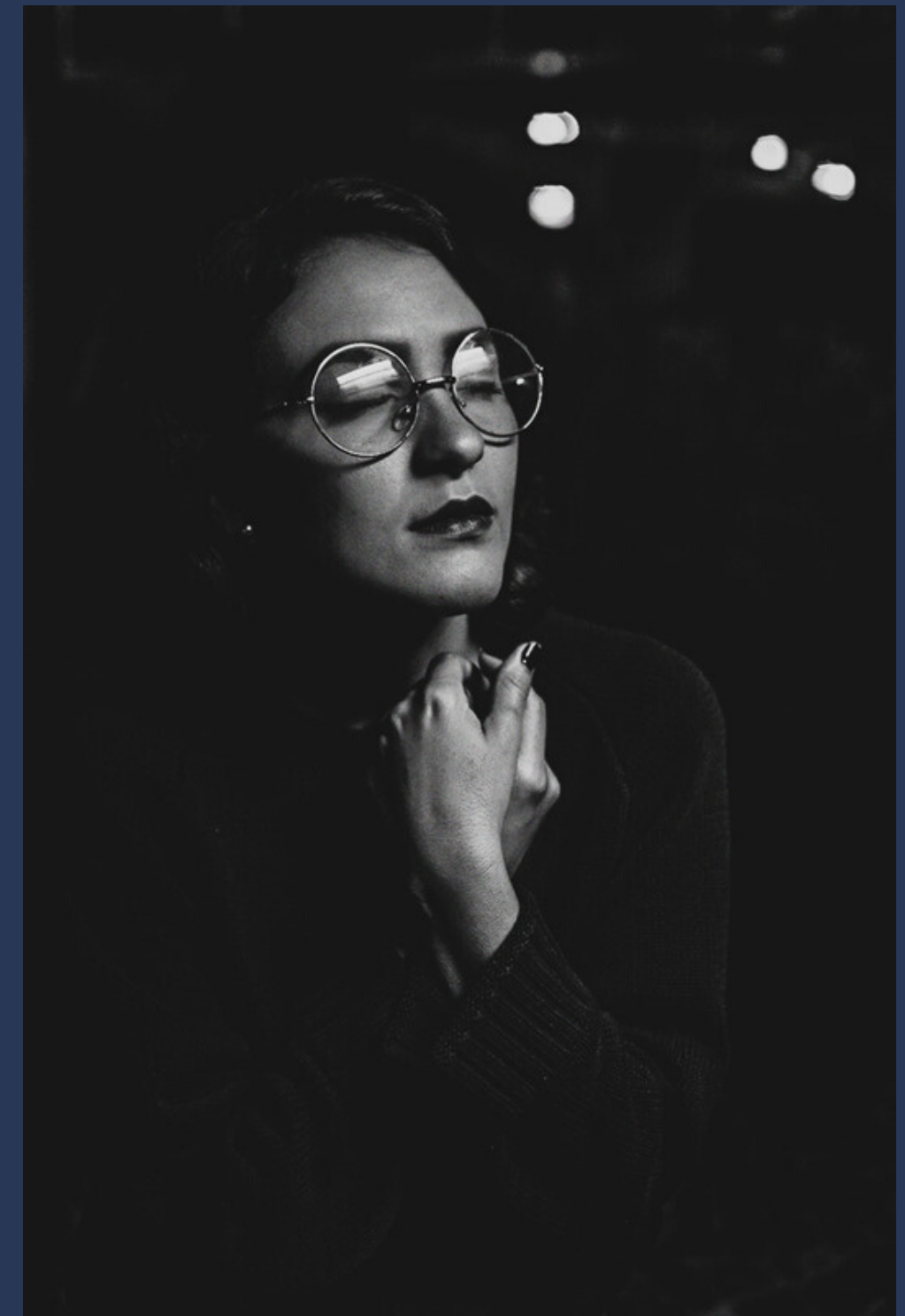
Plus, rhetorical questions are great for ramping up that conversational tone, don't you think? Be real, be human, be creative, and always be a pleasure to read.



4. calm

Calmness underlines everything we communicate, that's why we don't use exclamation marks or capital letters all that much. Hardly at all, in fact.

It's also the reason we keep our messaging as simple as we can. Nobody wants to be reading huge swathes of information to get to the point. Keep it calm, keep it friendly, keep it short.



how does it sound?

SYNTAX & RHYTHM

We use simple **sentences that** cut straight to the point in a **natural, human way.**

Every paragraph blends **longer descriptive sentences with short punchy statements and questions** to create a steady, natural pace. How? Like this.

We **never waffle**, romanticise,
use lots of hyperbolic adjectives or
cliché 'travel language'.

We use **supportive, reassuring language** that doesn't brashly demand attention, hard-sell or provoke the reader.

We **speak softly and calmly** but always with authority, putting 'you' – our members and guests – at the centre of everything we say.

Is our TOV always the same?

Yes, we always have the same tone, BUT we can ramp up different elements of that tone to suit different platforms and types of communication, just like we all do in everyday life. It's always 'us' speaking, but this is subject to subtle changes to fit with the appropriate context.

how does it feel?

EMOTIONAL RESPONSE

EXCITING

We want people to see CLC World Resorts as an aspirational holiday destination.

TRUSTWORTHY

We want people to know they're getting their perfect holiday, room or home for a good price.

FAMILIAR

We want them to feel like they're on the inside track, and that they'll be taken care of.



thank you



CORIN JACKSON

company director | writer

corin.creates@gmail.com

corincreates.com