

# SET THE LABEL



**THIS IS WHAT WE  
SOUND LIKE**

The guideline to give our brand  
a unique voice.

# OUR TONE OF VOICE

Our unique tone of voice reflects the personality of our company and forms the basis for all our communications. It shapes the stories we want to carry out into the world and guides us in all situations of our daily business and in all possible forms of interactions with our customers, partners and interested parties. Every single word, from the body of the text, to packaging stickers, advertising copy, the way we answer our phones, e-mails and more, contributes to the feeling we convey to you, our audience.

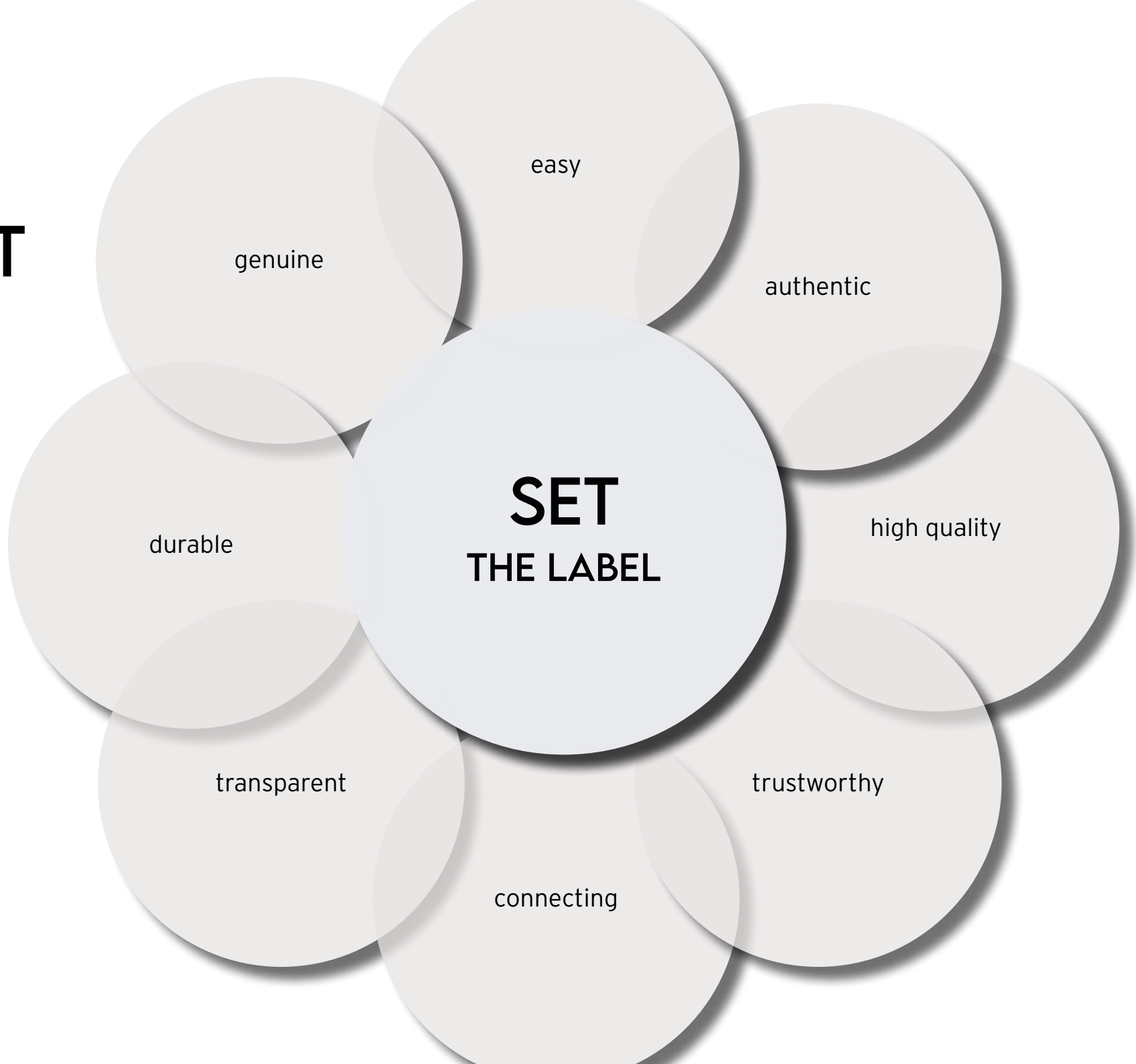
**It's all about how we sound, the way we interact and the style we use to express ourselves.**



Everyone of us is part of the Set the Label family and together we give our brand a voice, embody the strong and unique personality of our company and express the values and beliefs. By doing so, we want to create a distinctive and enduring relationship with you and allow ourselves to establish and maintain a personal and genuine dialogue. We want you to feel comfortable and familiar with the feeling that our brand evokes. It is therefore important for us to create a consistent identity and to reflect the voice of our brand throughout.

**Therefore, this guide is the foundation for all our actions and is essential to ensure that we work as one and represent Set the Label in a consistent way.**

# OUR SPIRIT



# THAT'S YOU

## INTERESTS

You want to save the valuable time and energy you spend every day standing in front of your wardrobe trying to find the best outfit. Out of convenience, you prefer to shop online rather than going to the shops.

## NEEDS

You are in need of buying comfortable, high-quality and nice-looking clothes for your everyday life. In addition you want to trust your brands and enjoy an easy and quick purchase process.

## DESIRES

You want to be yourself, feel comfortable in your skin and be inspired with positive encouragement. You want to support unique companies and find some tips and tricks for a mindful lifestyle.



**20-35 YEARS OLD  
WOMEN LIVING IN  
DENMARK**



# OUR HEADLINES

## **WE SHOW WHO WE ARE**

We underline the personality of our brand in the headline already and represent our point of view accordingly, without advertising our content with empty promises. We are aware of our responsibility and our impact.

## **WE ADDRESS YOU DIRECTLY**

We aim to create a personal relationship with our customers in all aspects of our communication and therefore address you directly within the first lines.

## **WE MAKE IT CLEAR AND INTERESTING**

Our headlines attracts your attention and awakens your desire to find out more. We respond to your needs and indicate what the following text is about. You should be able to always understand the headline even out of context, but we still don't reveal too much here.

## **WE SPREAD POSITIVE VIBES**

In accordance to our values and beliefs, we promote a positive atmosphere from the very beginning by standing alongside our customers as a strong and trusted brand in all situations and in your normal everyday lives.

## **WE TALK FROM OUR OWN POINT OF VIEW**

We use pronouns like "our" and "we" to stand up for our own beliefs and to communicate personally with you, our audience.

## **WE ARE EMPATHETIC AND SUPPORTING**

Our community spirit accompanies us in all of our communication. We support and encourage each other and stand up for a strong solidarity. We avoid accusations, spitefulness and other negative appells that could possibly resonate between the lines.

# OUR MESSAGES

## CONNECTING WITH YOU

### **BLOGPOSTS AND MORE**

In our community we offer advice and information on topics from various areas of women's daily lives. Our goal is to make our brand visible and to respond to your interests. We want to show that we understand you and strive to build a trusting relationship. We use a casual style of writing, add emotion to the text and from time to time include some questions and exclamations. We always talk openly from woman to woman who share the same problems.

## GETTING TO KNOW YOU

### **ABOUT US, INSTAGRAM AND MORE**

Once we have established some touch points with you, we want you to begin exploring our company and the products we offer more and more. In order to make it as easy as possible for you to trust us we will tell you about ourselves and share our thoughts and convictions. We speak from our own point of view to create empathy and to show that we as women are standing behind the brand.





# OUR MESSAGES

## SATISFYING YOU

### **INFORMATION, TECHNICAL FEATURES AND MORE**

When you move closer to making a purchase, we don't want to lose our communication style, but continue to express everything we stand for, even when it comes to technical features, delivery information or return processes. We try to give you last little nudges and convince you that it is the right thing to order and that you will be happy with your purchase. We don't want to bore you with dry information, but present them in an informative but easily accessible and simple way.



## KEEPING YOU

### **NEWSLETTER AND MORE**

After you have made a purchase, it is important for us to continue to communicate with you. This stage is mainly supported by our newsletter. After you already feel connected to our company and the products, we do not want to lose you, but provide the right content to keep your interest alive. In doing so, we continue to convey our community spirit and position ourselves as a friend at your side, accompanying and supporting you in all situations in life. We maintain our positive vibes and do not impose ourselves, but offer content that meets your wishes and interests.

# WE'RE MAKING BUSINESS

## KEEP IT SIMPLE

When it comes to official letters, partnership negotiations, legal transactions or similar, we focus on facts and express ourselves in an uncomplicated and understandable way. Here, we maintain the personality of our brand, but formulate our contents clearly and precisely for all parties involved in the conversation. We avoid confusion and misunderstandings.

## LEGAL TERMINOLOGY

When it comes to legal issues in particular, we stick to any given wording and use the exact terminology. Here we do not add anecdotes or jokes and pay attention to a not too casual tone of voice. Therefore, we avoid emotional phrases and keep the formal tone of the content.

## INDIVIDUAL APPROACH

We always create an answer or document in reference to a specific request and respond to each person individually. We want both our employees and our clients to receive full support in dealing with legal and formal issues and make them easily accessible.





# DO'S & DON'TS



## **We are casual and not too formal**



"Thank you for letting us know about your problem. We'll try to figure out the best way to deal with it."



"Knowing about your problem, we started making considerations on how to help you. We hope that our solution will satisfy you."

## **We are trustworthy and don't give empty promises**



"We reach out to you as soon as we can."



"We're here for you 24/7, so don't hesitate to contact us."

## **We are supporting**



"We think that this topic is a great idea for our new blogpost and a lot of women can relate to it."



"We'll discuss if it's worth publishing this blogpost."

## **We are joyful, but don't over do it**



"It's great that you joined our community."



"We are over the moon, that you are now a part of our family."

# **SET**

## **THE LABEL**

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