

OUR SOUND

Carlsberg
Group



WHAT IT IS ABOUT

TONE OF VOICE

Our unique tone of voice guides us in all aspects of our daily business and in all forms of communication with our customers, partners and interested parties. It expresses our corporate personality and underlines all of our content with the true Carlsberg spirit.

It's about how we sound, how we come across and how we express ourselves.

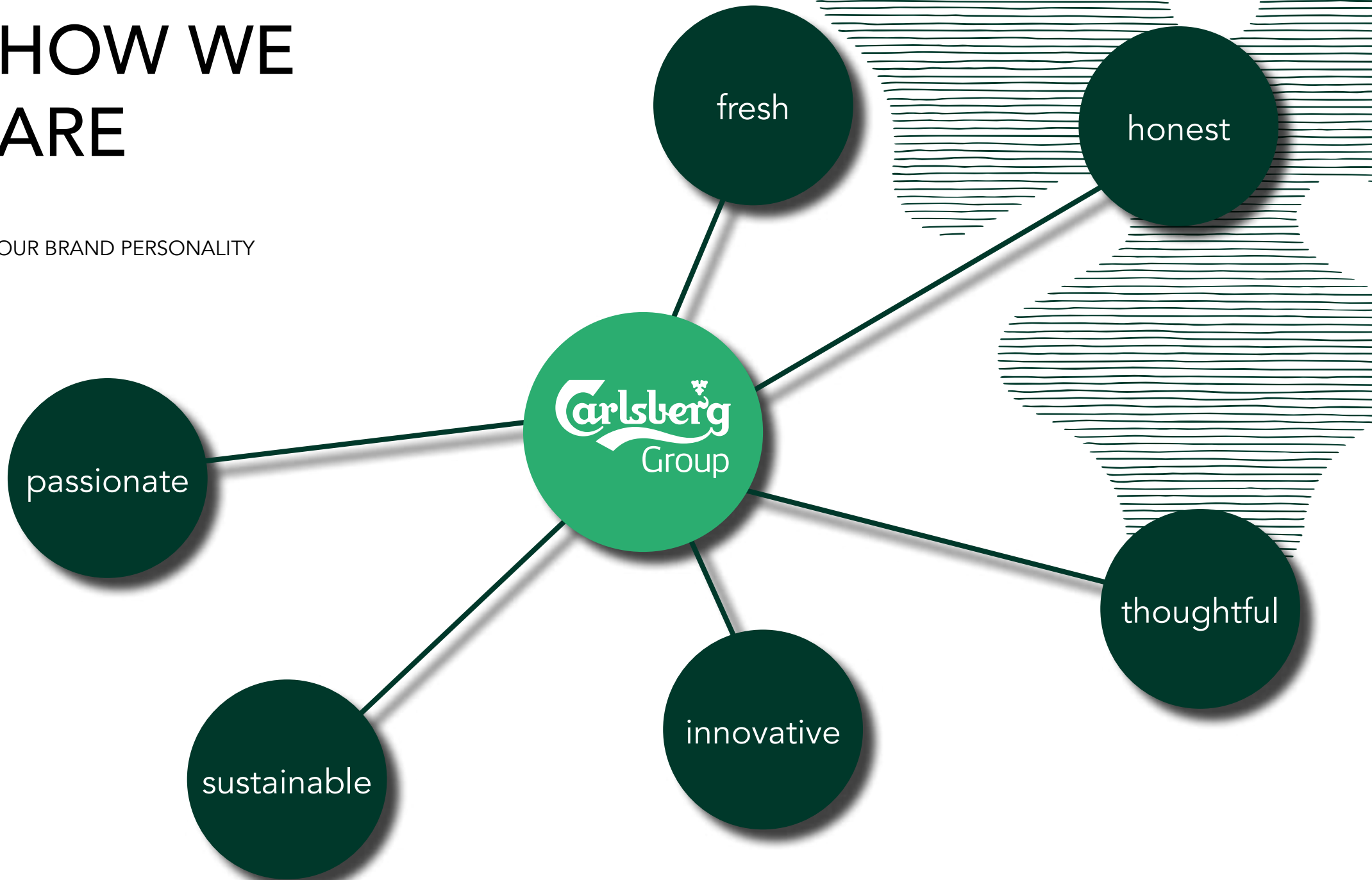
We are aware of our voice and raise it to spread our values and beliefs and to build a strong and distinctive relationship with our customers.

This guide is the foundation of all our actions and is essential to ensure that we use our Carlsberg sound consistently.



HOW WE ARE

OUR BRAND PERSONALITY



WHO WE TALK TO

OUR TARGET AUDIENCE

Interests

Our students want to have a good time with their friends, enjoy life and see the world. They are fairly unbound due to their studies and want to constantly improve their personal skills.

18-25 years old
international students
and young adults who
live in Denmark

Needs

Our students seek to get a good quality for an affordable price, to be attracted by the values and work of the company and to be kept up to date.

Desires

Our students follow an eco-friendly lifestyle, enjoy meeting new people and making friends. Despite all of their independence, they want to feel at home and be part of a place or a community. They want to feel supported, explore the world and try new things.



HOW WE START

HEADLINES

For Example

"How to make your summer nights unforgettable"

"Mission possible: Join our Eco Tour 2020"

"This is why sustainability is everyone's responsibility"

"The untold truth about great parties"

"10 reasons to hit the road"

"How to master your exam weeks like a pro"

"Why lazy weekends are just the best"

"Keep your head held high towards the end of the month"

We make it concise, clear and crisp

We address our target audience with a headline that makes them curious about further content by using as many words as necessary, but as few words as possible. We aim for around 6-8 words per headline.

We're not babbling away

In the headline we are stimulating our customers interest and respond to their needs by indicating what the following is really about. The user is able to understand the headline even out of context, but we're still not giving away too much here.

We keep it real and make a point

We trust in our qualities and our skills. We convince our customers with who we really are and reflect on our self-confident and well-established brand without polarizing in a penetrating manner.

We read between the lines

We emphasize the good relationship with our customers from the very beginning. We avoid accusations, spitefulness and other negative appeals that could possibly resonate between the lines.

We don't make promises we can't keep

We don't promote our content with empty promises and we don't convince our customers with risky half-truths or superficial knowledge.

We show you who we are

We underline the personality of our brand in the headline already and state our point of view accordingly.

We don't take ourselves too seriously

We use witty humor without making fun of others.

HOW WE DEAL

LEGAL CONTENT



Plain and understandable language

When writing legal or formal content always use plain language. Even if we want our tone of voice to be intelligent funny in marketing campaigns or other ways of communications, when creating legal or official content always use a language that is obvious and understandable to both sides. We want all of our users to be able to understand our legal content and never feel confused about that. There are some legal terms we have to include because either there's not an easier way to explain something or case law or statute dictates that term has to be used for the contract to hold up in court.

Focus on facts

Always focus on the pure facts of the contract or other official letters. Do not add anecdotes, legal advices and do not be too casual in the tone of speech. Focus primarily on the case and try to resolve the matter in the most understandable way possible. Avoid emotional phrases, keep the formal tone of content.

Personal approach

However, we do not have any specific templates. Always create a document with a specific case in mind and have an individual approach to each person. We want both our employees and clients to feel full support while dealing with legal and formal issues.

plain
understandable
fact-based
personal

HOW WE DO IT

DOS AND DON'TS

Be confident, but not arrogant



"Thanks to our actions we managed to reduce the company's plastic waste by 5%."



"If it weren't for us, the entire planet would be buried in plastic"

Be playful, but don't over do it



"Wanna know how to escape a hangover? Don't leave water hanging"



"Wanna know how to survive the next day after getting so damn wasted?"

Be clear



"Take the quiz and find out what type of party person you are"



"Answer 10 questions of 4 choices to see the result of the quiz we created for your entertainment"

Be casual and not too formal



"After months in preparation, we present to you our new packaging"



"After having worked on the packaging for 2 quarters, we are finally able to showcase to you the results"

Be respectful

Use appropriate language

Be eco-friendly

Stick to facts, but don't make it boring

