

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 our audience.

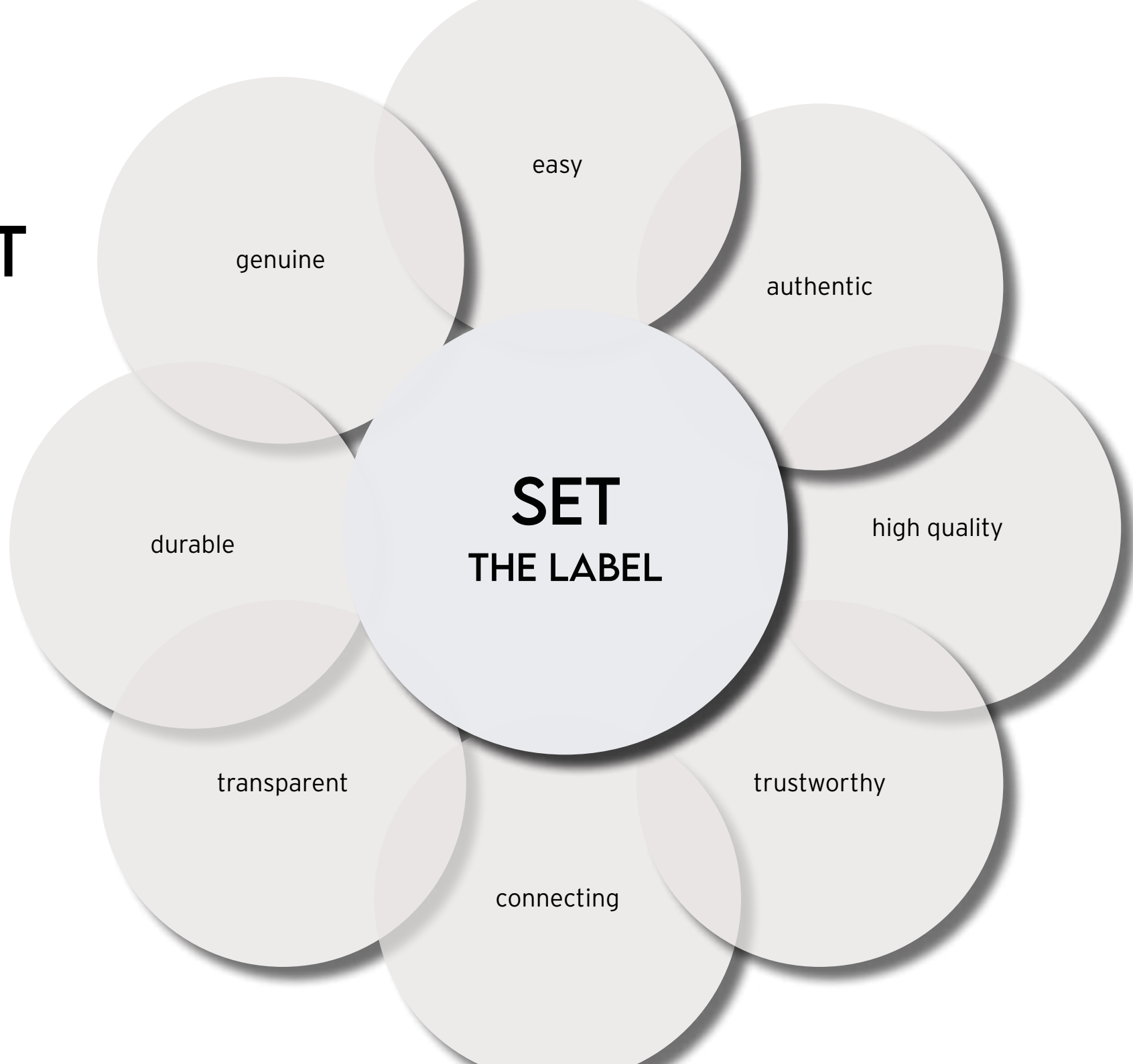
It's all about how we sound, the way we interact and the style we use to express ourselves.



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 create a distinctive and enduring relationship with our customers and allow ourselves to establish and maintain a personal and genuine dialogue with them. We want our customers to feel comfortable and familiar with the feeling that our brand evokes in them. It is therefore important 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**



OUR AUDIENCE

INTERESTS

Our customers want to save the valuable time and energy they spend every day standing in front of their wardrobe trying to find the best outfit. In order to save time and out of convenience, they prefer to shop online rather than go to the shops.

NEEDS

They are in need of buying comfortable, good quality, nice-looking clothes for their every day life. In Addition they want to relate to their brand, and have an easy and quick purchase process.

DESIRES

They want to be themselves, feel comfortable in their skin and be inspired with positive encouragement. They want to support and connect with trustworthy and unique companies as well as find some tips and tricks for a mindful lifestyle.

A photograph of two young women sitting on the ground, laughing and smiling. They are wearing casual clothing. The image is overlaid with a semi-transparent blue filter.

**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 OUR AUDIENCE DIRECTLY

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

WE MAKE IT CLEAR AND INTERESTING

Our headlines attract our readers' attention and awaken their desire to find out more. We respond to their needs and indicate what the following text is about. The user is able to 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 their 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 our target 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 appeals that could possibly resonate between the lines.

OUR MESSAGES

CONNECTING WITH OUR CUSTOMERS

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 the interests of our customers. We want to show that we understand them 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 OUR CUSTOMERS

ABOUT US, INSTAGRAM AND MORE

Once we have established some touch points with new customers, we want them to begin to explore our company and the products we offer more and more. In order to make it as easy as possible for them to trust us we tell them 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 OUR CUSTOMERS

INFORMATION, TECHNICAL FEATURES AND MORE

When our customers move closer to make 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 them last little nudges and convince them that it is the right thing to order and that they will be happy with their purchase. We don't bore them with dry information, but we present them in an informative but easily accessible and simple way.



KEEPING OUR CUSTOMERS

NEWSLETTER AND MORE

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

INDIVIDUAL APPROACH

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



Be 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."

Be 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."

Be 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."

Be 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

© Set the Label, 2020