

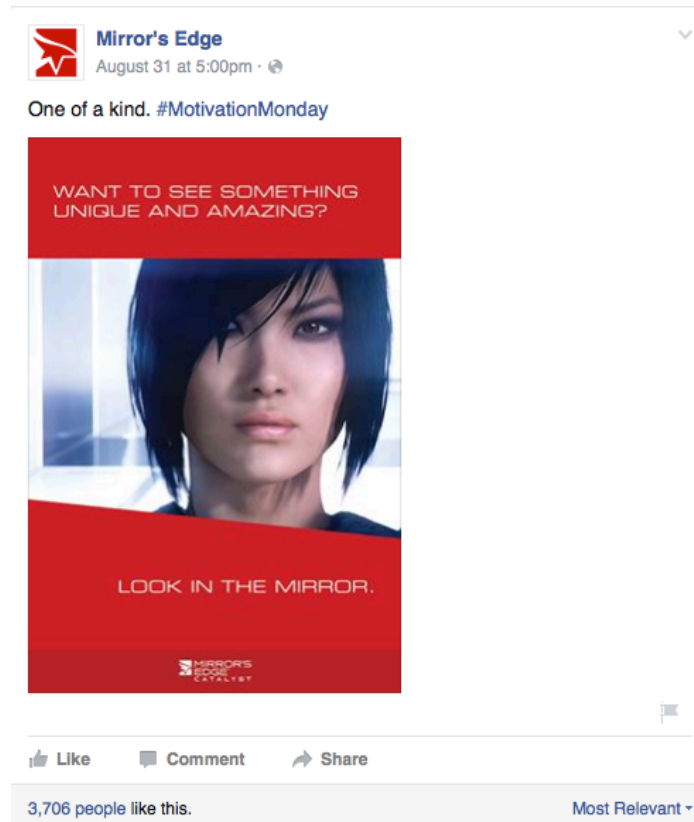


The voice associated with the Mirror's Edge brand is courageous, bold, and inspirational. The team has done a great job making the voice of the brand feel identical to that of the protagonist of the game, Faith. It is easy to imagine the character reading most of the posts made on the Facebook page, which is a great way to connect with fans in a meaningful way. Posts made by the staff focus on inspiring fans through the fictional actions of Faith. Fans are even encouraged to become Faith through cosplay and to share these experiences with the rest of the community through social media. This is a powerful marketing tool that can introduce many new people to the characters and the franchise.

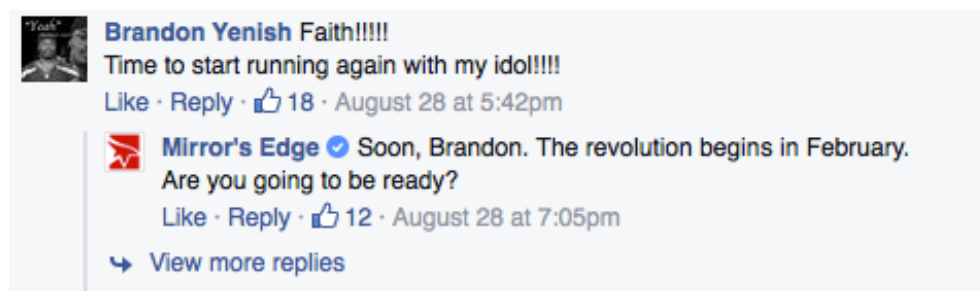
Different tones are used for different posts depending on the nature of what is being shared. For instance, Mirror's Edge often shares fans' cosplay efforts on the main page to support this kind of work and, while doing so, uses the tone of a leader impressed with the work of their followers, again sticking with the overall voice of the main character, Faith. The cosplay presented below that was posted for #FanArtFriday and the comments on the post by the Mirror's Edge staff are an example of this supportive tone:



Many of the posts are also geared toward making the fans feel as though they are a part of Faith's journey to expose and bring down the oppressive Kruger regime. These posts often use an inspirational tone to encourage fans to become emotionally attached to the story of the game. The photo below exemplifies this kind of tone used by the Mirror's Edge team:



In regards to Kevan Lee's Buffer article, one of the biggest strengths of Mirror's Edge's branding is that the voice is extremely consistent, posts are kept brief, and attempts to be humorous by the staff while replying to comments are kept appropriate. The voice also feels authentic and it seems as though the staff writing the posts are genuinely attached to the franchise's story and characters. The staff does a terrific job interacting with fans and making them feel as though their contributions to the conversation are worthwhile. In Courtney Seiter's article on Marketing Land, the importance of being able to make branding and marketing efforts conversational is stressed, and Mirror's Edge does a great job doing this with their fans. A great example of such an interaction can be seen below.



The fan is not only interacted with in a conversational manner, but the product's release date is also brought up to make sure that an ROI can be achieved. The staff is also very supportive of its loyal fan base and provides a lot of support for fan-generated content like cosplays and drawings. They also have spread the brand through a variety of mediums, most recently branching into the comic book scene with their newest release seen below:



This is an example of spectacular fan interaction. Not only is the product of the comic book being promoted in an untraditional fashion, but the cosplay artist is supported and fans are once again encouraged to become the main character, Faith, by interacting with the franchise in a variety of ways. The comment on the photo demonstrates this further, when the Mirror's Edge staff notes the "beauty of cosplay" and further encourages fan interaction.

As demonstrated through the examples above, Mirror's Edge has developed a very strong social media voice and does a great job using this voice to interact with fans. Different tones are used for different styles of posts and a variety of content is shared for fans to interact with. One of the biggest weaknesses of the voice, however, is that it sometimes feels robotic, which is one of the biggest pitfalls warned by MailChimp's article on "Voice and Tone for Email". While Facebook posts are not emails, per se, the same principles apply to most social media interactions with fans. Sometimes, the staff will simply copy and paste the same reply to multiple different comments, as though they were giving pre-written responses. This can turn fans off to the entire interactive marketing strategy and defeats the purpose of conducting such marketing in the first place. Examples can be seen below.



Other than this, the voice and tone for the brand is exceptionally strong and will likely have a very positive effect on sales for the upcoming release.