

# Modulating our voice

OVERVIEW

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While our voice is always **Personal, Confident** and **Inspired**, the way we use our voice, and which voice attributes comes to the forefront, will vary depending on the circumstance and the audience.

FOR EXAMPLE

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- When we are speaking to a buyer about an engagement ring, our tone is more likely to be more personal – warm, encouraging and affirming.
- When we are talking about craftsmanship, our history or our products, our tone is more likely to be a mix of confident and inspired.
- Headlines, advertising and call-to-action prompts off the greatest opportunity to stretch in a personal , conversational and playful way that captures the attention of our targeted Millennial audience. (Though it’s best to air on the side of caution to avoid pandering or trying too hard.)
- Finally, remember that the Ritani voice is meant to be flexible. There are no hard-and-fast rules beyond the need to be consistent and stay true to the spirit of the brand.