

# Buhi Tone of Voice Guide

## Buhi Brand

### Who is Buhi?

We're more than just a bag supplier. If it's a bag, Buhi makes it. But we're also your trusty travel companion, your office mate, your carry-everything-for-the-kids partner, and more. All of our bags are designed with care and creativity so they are exactly what you need for every journey.

Our mission is simple: Provide bags that resonate with a moderately young, design-conscious audience at affordable prices.

Our company culture and core values fuel everything we produce, including our marketing. Review this guide to familiarize yourself with how we talk to our audience.

## Buhi Voice

### What is Buhi's Voice?

Buhi's voice is our distinct personality, style, and tone, which we use to communicate with our audience across all touchpoints. It's the way we express ourselves through written and verbal communication, including marketing materials, social media posts, web content, customer service interactions, and more.

#### We Are Authentic

Honest, real, scenario-based media adds to the realism of life with Buhi. The advertising you create ought to be original, pertinent, and based on actual use cases. Use a narrative-driven approach and a conversational tone. Avoid cliches in favor of unique perspectives.

#### We Are Human

Buhi provides affordable bags that appeal to a wide variety of consumers, and the advertising you create should reflect this. Whether you're designing display ads, crafting landing pages, or performing keyword research, the words you choose should feel personal and relatable to your audience.

## Buhi Voice Tips

Anytime you communicate on behalf of Buhi, use this list of tips to ensure you're staying true to our brand.



**Be Friendly:** Communicate in a warm and approachable manner, like a trusted friend who's ready to accompany you on your adventure.



### Be Confident

Exude confidence in our products while assuring customers that we'll meet and exceed their expectations.



### Be Inspirational

Invite customers to embark on new adventures and embrace the joy of exploration. Encourage them to pack their bags and seize every opportunity.



### Be Playful

Communicate with a playful edge that brings a smile to customers' faces. Make all interactions enjoyable and lighthearted.



### Be Reliable

Convey dependability and consistency. Reassure customers that they can rely on Buhi for quality products and exceptional service.



### Be Kind

It goes without saying that all Buhi communication should be professional and kind. Avoid any offensive language, excessive slang, and anything that goes against the Buhi brand.