

TONE OF VOICE



**LIVE FOR
THE STORY**





IT'S AN ATTITUDE

We're not telling people to quit their job or take up an extreme hobby that they've not had any interest in before.

We encourage people to live each insignificant moment to the fullest, because its in these moments that the best stories can happen.

It's modern and accessible.
Not for the few. For everyone.

**“LIFE IS LIKE A
BICYCLE. TO KEEP
YOUR BALANCE, YOU
MUST KEEP MOVING.”**

ALBERT EINSTEIN

**WE DON'T TELL
PEOPLE WHAT TO DO.
WE INSPIRE
PEOPLE TO DO.**



WE ARE_

OPTIMISTIC
ENCOURAGING
INSPIRING
PROGRESSIVE
FUN
UNEXPECTED
COOL
INTRIGUING
INCIDENTAL

WE'RE NOT_

AGGRESSIVE
PATRONISING
CONDESCENDING
KNOWING
OBVIOUS
STUDIED
FORMAL
STUFFY
STAGED



FOCUS ON THE BENEFITS, NOT THE FEATURES

Megapixel counts don't mean anything to most people. So instead of focusing on features like zoom ratings and storage capabilities tell me the benefit.

Can it fit in my bag? Can I share it with friends? Does it take good action shots? Is it easy to use? If you can help me picture the benefit then I'll be able to picture myself using the product.

It allows us to talk in a story telling way rather than talking about specs. The brand should always talk from a human perspective.

The only time we would deviate from this would be when the ads are directed at professionals who will both understand and will be purchase based on these details.



**WE EMBRACE
IMPERFECTION**

**“HAVE NO FEAR
OF PERFECTION,
YOU’LL NEVER
REACH IT.”**

SALVADOR DALI



**AND DON'T
TAKE LIFE TOO
SERIOUSLY**
