

Earth Networks Brand Voice Guide

Who Are Earth Networks' Customers:

Examples of roles that these customers facilitate:

Superintendents (Education)

Principals/Headmasters (Education)

Teachers (Education)

Athletic Directors (Education)

Facilities Manager/ Emergency Management (Education)

Head Coach (Education)

School directors (Education)

Chief Met (Broadcast)

News Director (Broadcast)

General Sales Manager (Broadcast)

Golf Professionals (Outdoor Recreation/ Golf Clubs)

Superintendents (Outdoor Recreation/Golf Clubs)

Club Managers ((Outdoor Recreation/Golf Clubs)

Directors of Parks & Recreation (Outdoor Recreation/Public Parks)

Superintendent of Parks/Sports Turf Manager (Outdoor Recreation/Public Parks)

Facilities Managers (Outdoor Recreation/Public Parks)

Airport Manager (Airport Operations)

Director of Operations (Airport Operations)

Operations Manager (Airport Operations)

Operations Manager (Energy & Utilities)

Core Business Manager (Energy & Utilities)

IT Manager (Energy & Utilities)

Industries Earth Networks works with:

Earth Networks provides comprehensive weather solutions for a variety of industries.

- Airport Operations
- Broadcast
- Education
- Energy & Utilities
- Outdoor Recreation (public parks, golf clubs)
- Telematics

Why They Need Earth Networks:

- Public Safety & Emergency Management
- Business Continuity – the capability of an organization to continue delivery of products or services at acceptable levels following a weather related incident
- Data Science & Analytics (hyper-local weather observations real-time weather data, severe weather alerts & hourly forecasts) – businesses use this to provide them lead time (predicting) to minimize the impact of weather events // predicting analytics
- Severe Weather Tracking

“We help our customers automate decisions to optimize sales, save lives, protect assets and minimize operational risk through integration of weather analytics.”

What Makes Earth Networks Unique:

“We enable automated decisions, foster collaboration planning & response, and deliver data insights in flexible ways depending on what is easiest for our customers to ingest and interpret.”

Key Factors That Make Earth Networks Different:

- Weather experts for over 20 years
- World’s only collection of environmental networks that includes lightning, greenhouse gas & weather across six continents
- Total lightning network is the first in-cloud and cloud-to-ground global lightning detection network with 1,200 + sensors
- Largest weather observation network with over 12,000 hyper local stations
- Real-time sensors collect data every 2 seconds vs. other networks that refresh every 15 minutes to 1 hour

Earth Networks Values/Ultimate End Goal:

“To give organizations peace of mind when severe weather threatens.”

“Our goal is to keep communities safe, this has powered us since 1992.”

Reduce the cost and threat of natural disasters.

Earth Networks’ Brand Voice Has the Following Personality Traits

- Trustworthy
- Innovative
- Down-To-Earth

Writing Samples for Brand Voice Guidance

- EXAMPLE 1

Your voice is: - **Trustworthy**

Definition: able to be relied on as honest or truthful

“I believe fundamental honesty is the keystone of business.”

Write like this:

The below copy was pulled from Earth Networks’ case study, The Nationals Rely on Earth Networks to aid in making weather related game day decisions.

It

https://www.earthnetworks.com/wp-content/uploads/2017/01/CS_WashingtonNationals_EarthNetworks.pdf

“Challenges

Managing grounds and monitoring severe weather for a large stadium that seats 41,546 paying patrons means that optimizing player and fan safety while minimizing interruptions to the game is hard work that takes more than just having eyes on the sky.

Solution

A combination of tailored game day forecast 24/7 meteorological expert consultation and a web-based weather visualization tool complete with mobile alerts of impending weather help facilitate high-pressure weather related operational decisions.

Results

Severe weather intelligence that is accurate and enhances operational decisions to optimize safety on and off the field and minimize game day interruptions. “

Not like this:

You can trust Earth Networks to provide you with the best weather products and services. We are smart, experienced and have done years of research

prior to us developing our products. We know weather so you can trust us with all your weather needs. Trust us as your weather experts and contact us today.

Why:

- I chose the copy in the “write like this” section to show you how Earth Networks’ tells its user they are trustworthy, they do it by offering case studies and breaking down situations where their technology was needed and used successfully. You can refer to these case studies when discussing their different products and how they actually work. What makes Earth Networks trustworthy is their ability to be transparent. Their credibility and trustworthiness is presented through their case studies, success stories, data sheets and research. They allow their clients, potential clients and partners to visualize and understand what they are trying to do, why and by offering proof. They don’t have to say they are trustworthy, their writing and the context of the copy exudes trustworthiness-it’s simple and anyone can understand it. Don’t be wishy-washy in your writing or present copy that is too difficult to understand.

- EXAMPLE 2

Your voice is: - **Innovative**

Definition: (of a product,idea, etc.) featuring new methods; advanced and original.

(of a person) introducing new ideas; original and creative in thinking.

“Creativity is thinking up new things. Innovation is doing new things.”

Write like this:

Pulled from <https://www.earthnetworks.com/solutions/use-cases/data-science-analytics/>

“Introducing Sferic Maps

Sferic Maps is a new state-of-the-art weather-related decisions and collaborate tool with remote teams for emergency response situations.”

Access Historical Data Points

Earth Networks' Sferic Data Stream allows you to develop and optimize your analytic models by understanding how weather has correlated with business operations in the past by location, time of the year and type of weather."

Pulled from <https://www.earthnetworks.com/product/data-analytical-model-delivery/sferic-data-stream/>

"Many situations require a constant flow of real-time data to populate dynamic applications or drive complex analytical models. APIs can be costly to access on a frequent basis for multiple locations. Our Pulse Data Stream solves this problem. For entities requiring high-volume weather observations, forecasts, and storm alerts, the Pulse Data Stream pushes data via FTP or to S3 accounts as often as every 5 minutes."

Not like this:

- Earth Networks are a team of innovators always thinking through how to come up with a solution. They analyze and then re-analyze and are constantly asking themselves questions in an effort to come up with solutions to problems they may not have known existed.

Why:

- It is important to convey through our copy that Earth Networks is consisted of a team of bright innovators who are both experts at what they do but are also individuals who are constantly seeking new ways to provide reliable solutions to their clients. They are creative, passionate and educated; leaders in their industry. Earth Networks provides solutions that haven't been done before and continue to challenge themselves by doing things differently. The above copy doesn't explain how who/what is unique it just discusses that they are innovators and just keeps reiterating it. It's important that you understand what Earth Networks does and who they are so that you can write naturally. I pulled the copy for the "write like this section" from Earth Networks to show you how they are innovators through two of their most popular products, Sferic Maps and the Sferic Data Stream. The copy from here [/www.earthnetworks.com/product/data-analytical-model-delivery/sferic-data-stream/](https://www.earthnetworks.com/product/data-analytical-model-delivery/sferic-data-stream/) is show you why you need the product and their thought process when developing it.

- EXAMPLE 3

Your voice is: - **Down-To-Earth**

Definition: with no illusions or pretensions; practical and realistic.

"I have always tried to write in a simple way, using down-to-earth and not abstract words."

Write like this:

Pulled from <https://www.earthnetworks.com/solutions/use-cases/public-safety/>

"Plan for the worst and be ready for anything. Although we never want emergencies to happen, they are something all organizations need to take seriously. Those in the public safety or emergency management spheres know the importance of being prepared. Our proprietary weather data and variety of products provide advantages to schools, local and state governments, and first responders."

Pulled from <https://www.earthnetworks.com/solutions/industries/airports/>

"Severe weather impacts all aspects of airport operations. Protect crew and passengers and safeguard capital assets with the world's best weather data products and services. We'll put together a custom technology solution to help you achieve all your goals."

Not like this:

We are your weather experts and understand what you need. There are lots of unfortunate disasters that can happen every day and we are here to help. We have Sferic Maps, Sferic Data Stream, Severe Weather Analytics and many more products that you need to check out.

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Why:

-I chose the copy for "write like this" from Earth Networks because it shows how realistic they are and allows the customer to envision how this technology can help them in real life, every day type situations. They don't shy away from reality and what your business may be at risk for. Stripping away the complicated idea of weather tracking and the technology behind it, Earth Networks discusses the practicality of real world situations and how they can provide solutions so that their clients and potential clients can understand

how they can help through their copy. Something else to let the audience know is that each solution is tailored to your specific needs for that particular industry/location et. which further exhibits that Earth Networks is a team of real people. Earth Networks is a team of “human beings that talk like human beings, not stuffy corporates.”

Glossary:

Weather station – an observation post where weather conditions and meteorological data are observed and recorded

Weather sensor – instruments and/or equipment for measuring atmospheric conditions to provide information for weather forecasts to study weather and climate (need more clarity on this)

Weather radar – type of radar used to locate precipitation, calculate its motion and estimate its type (rain, snow, hail etc.)

Candela strobe lights – device used to produce regular flashes or light

Omni-directional sirens– receiving signals from or transmitting all directions – the siren has the ability to produce warning signals across a wide area

API – application program interface (API) is a set of routines, protocols, and tools for building software applications. An API specifies how software components should interact

Pulse Data Stream- delivered to you automatically define which data sets you want and then every 5 minutes they send what you want