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| **Voice Characteristic** | **Description** | **Do** | **Don’t** |
|  |  |  |  |
| **Insight & Recommendations** | We will use good judgement to provide expert-based opinion using a trusted travel insider perspective. | 1. Be confident, informative and specific
2. Provide advice or recommendation from reasoning or knowledge
3. Provide relevant suggestions for decision making attuned to target audience preferences
 | 1. Be lukewarm or wishy-washy.
2. Lose sight of the audience or core message
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| **Creativity** | We will routinely use our imagination to create original content or curate third-party content.  | 1. Transcend traditional ideas, rules and patterns
2. Use colorful illustrations or examples that create a vivid mental image
3. Apply original interpretations to create/curate meaningful new content
 | 1. Plagiarize
2. Provide the status quo
3. Use marketing jargon/hype or subjective superlatives
4. Use too much slang or obscure references
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| **Intent & Emotion** | We will provide content that calls to action or causes reaction. | 1. Be conversational & engaging; embody our service mission
2. Avoid using passive voice (when possible)
3. Use strong verbs and appropriate use of first, second or third person based on the medium
4. Be honest and realistic; promote as required
5. Express your experiences--joy, love, sorrow, fear, etc.
6. Be fun, playful, positive and enthusiastic
7. Make people curious
 | 1. Sound like a scripted textbook
2. Speak in a mundane voice
3. Be too casual
4. Overpromise/oversell
5. Sound superficially attractive or acceptable
6. Use a patronizing tone
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**AAA Brand Voice---Content Development**