



time for
Worthing

Tone of Voice

Tone of Voice

The tone of voice takes its steer from the personality and values.

Our tone of voice is about bringing these to life when we write. By and large, a successful tone of voice should go unnoticed. The aim is not for the audience to remark on our great writing but, instead, to remark on our great town.



OPEN

The way we talk

The tone of voice needs to reflect our brand personality traits. We want to sound warm, personal and conversational rather than formal and corporate. We always refer to Worthing in the first person ('we', 'our') and come across as warm and welcoming, evoking strong emotions and sensations.

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In keeping with our Brand Essence (Vibrant and Together), there are no hard-and-fast rules for the Worthing tone of voice; no them-and-us lists of dos and don'ts or approved and prescribed words.

Starting-points and ways of thinking are more useful and powerful aids to creativity: what follows is not so much 'how to do it' as 'how to approach it'.

START WITH THE STORY

Everything we write and say about should reveal something about our town and create an emotional connection with the audience. Set a scene the reader wants to walk into and be part of; then invite them to continue the narrative themselves.

SHOW, DON'T TELL

Instead of making statements and assertions, paint pictures and let the reader's imagination do the rest. For example: **"Feel the sea breeze in your hair and taste the salt on your lips"** is more vivid and emotive than 'Go for a walk on the beach'.

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KEEP IT TIGHT

No one wants to read large slabs of text on a mobile; and intelligent readers and Google alike can spot content that's obviously there purely for SEO purposes. Make your content relevant, concise and free of waffle.

BE SPECIFIC

Avoid generic, overworked adjectives like amazing, remarkable and (especially) stunning. There's almost always a more precise, descriptive alternative; and if there isn't, let the noun stand on its own. Also, be judicious: too many adjectives can make copy laborious to read, and risks overselling places and experiences that should be able to sell themselves.

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INFORMAL, NOT CASUAL

Keep your writing natural and conversational (but not chatty) and use contractions – you're, not you are; there's, not there is; and so on – to keep it light and informal. At the same time, we need to retain some 'professional distance', especially when addressing potential investors; and be aware that our audiences will cover a broad demographic span. While copy needs to be engaging and pacy, remember we're trying to build pride in our town and compete for visitors and business, so never dumb it down. And since Worthing, its people and experiences are unique, avoid clichés and generalities.

DON'T CURB YOUR ENTHUSIASM

As well as informing people about Worthing, we need to convey our genuine love of the town and its community. When you're writing about a place or experience, think about what interests, excites, fascinates and inspires YOU about it, and share that personal insight with your readers; invite them into your world and bring it to life for them.

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QUICK REFERENCE GUIDE

As above, these are pointers to help get you started and maintain consistency, rather than strict rules. When you're writing about:

	INVESTING IN WORTHING	VISITING WORTHING	LIVING IN WORTHING
<i>In one word, it speaks to the...</i>	MIND	HEART	SOUL
<i>What it brings to the experience is...</i>	Confidence and reassurance	Excitement and engagement	Inspiration and a sense of belonging
<i>On a sensory, emotional level, it...</i>	Provides peace of mind	Reveals and intrigues	Invites and entices
<i>In copy, we focus on...</i>	How Worthing meets your business needs and requirements	The town's unique setting, character and experiences	The opportunity to be part of and contribute to Worthing's story

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EXAMPLES

Instead of this:

'Please let us know if you have any feedback from your visit.'

Introduce: Warm and welcoming

'We'd love to hear your ideas for making Worthing even better to visit'

Instead of this:

'How to get young children outdoors and closer to nature.'

Introduce: Involving and inspiring

'50 things to do before you're 11 ¾'



Visual Language – Tone of Voice