



Tone of Voice Guidelines

Let's dive in!

1. Who we are
2. Our communication platform & audience
3. Our language
4. Our channels
5. Communicating to sell
6. Loyalty programs Exclusives Sales






First off, who are we?



Who we are

At , we offer the widest and latest assortment of sunglasses from premium designer brands. We are here to inspire people to find their perfect pair of shades so that they can express their unique selves in style. Through editorials, product descriptions and news on the latest trends, we guide our customers in their sunglass shopping experience. We offer an eye-catching selection curated for everyone, regardless of their style and personality.



Who we are

Inspirational

Always ready to guide consumers in finding the perfect pair.

Experts

in the field of sunglasses. We're authoritative, but never bossy.

Curators

We offer the ultimate selection for every type of consumer, from sporty to sophisticated, to fashion-forward.

Premium

We're never cheap.
Never childish.

Communication platform & audience



House of Sun

Our communication platform

This is the place where we will show you our selections of the best in sun eyewear through curated editorial stories.

No matter the season, here the sun never sets, and we know you will always find the shades to bring light to your style.

Welcome to the House of Sun.

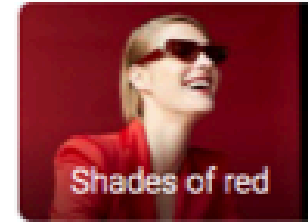
House of Sun

The House of Sun is our communication platform and a point of reference for on-trend styles, how to wear them, and how to pick the right style for you.

Both online and offline, the House of Sun is where our role as curator comes alive.

From curated gift guides to on-trend edits, the House Of Sun inspires customers in their shopping journey.

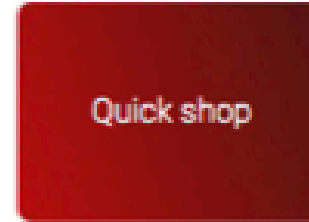
FALL WINTER
DIARIES:



Shades of red



Shop the runway



Quick shop

From the House of Sun

Introducing Fall Winter Diaries: discover all the on-trend styles of the season. Take a look at our latest fashion-forward edit and shop our selection of eye-catching shades seen on the runway.

Editorial Example



From the House of Sun

The Mother's Day selection

Every mom is unique.
This Mother's Day, get inspired by our stylish shades and
gift our summer styles.



Perfect gift

Quick shop

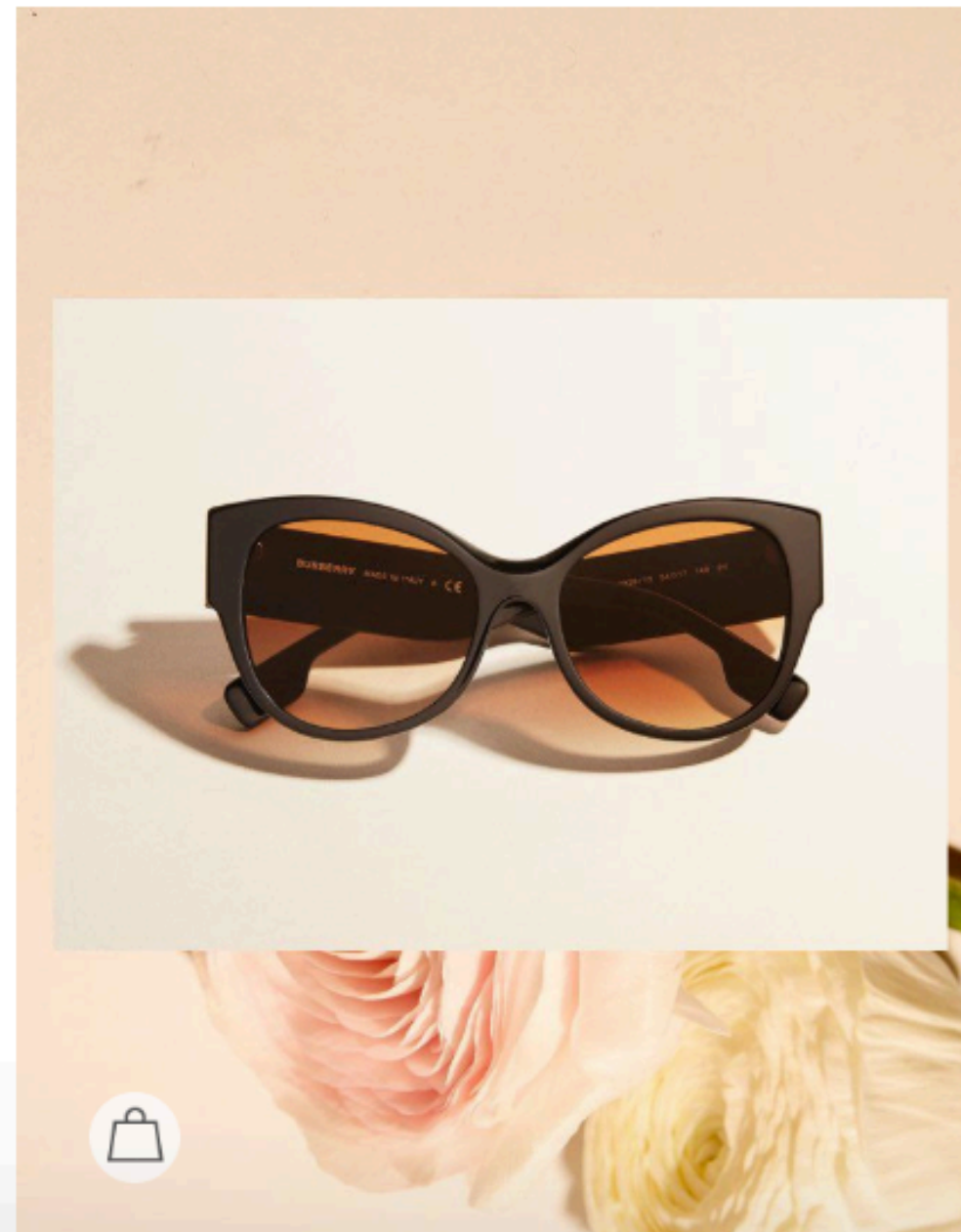
Make it special

Customer care

Product-focused example

The sophisticated mom

Chic and forever classic, she always looks impeccable. This Mother's Day, give her the gift of elegant expression with feminine frames.



Our channels

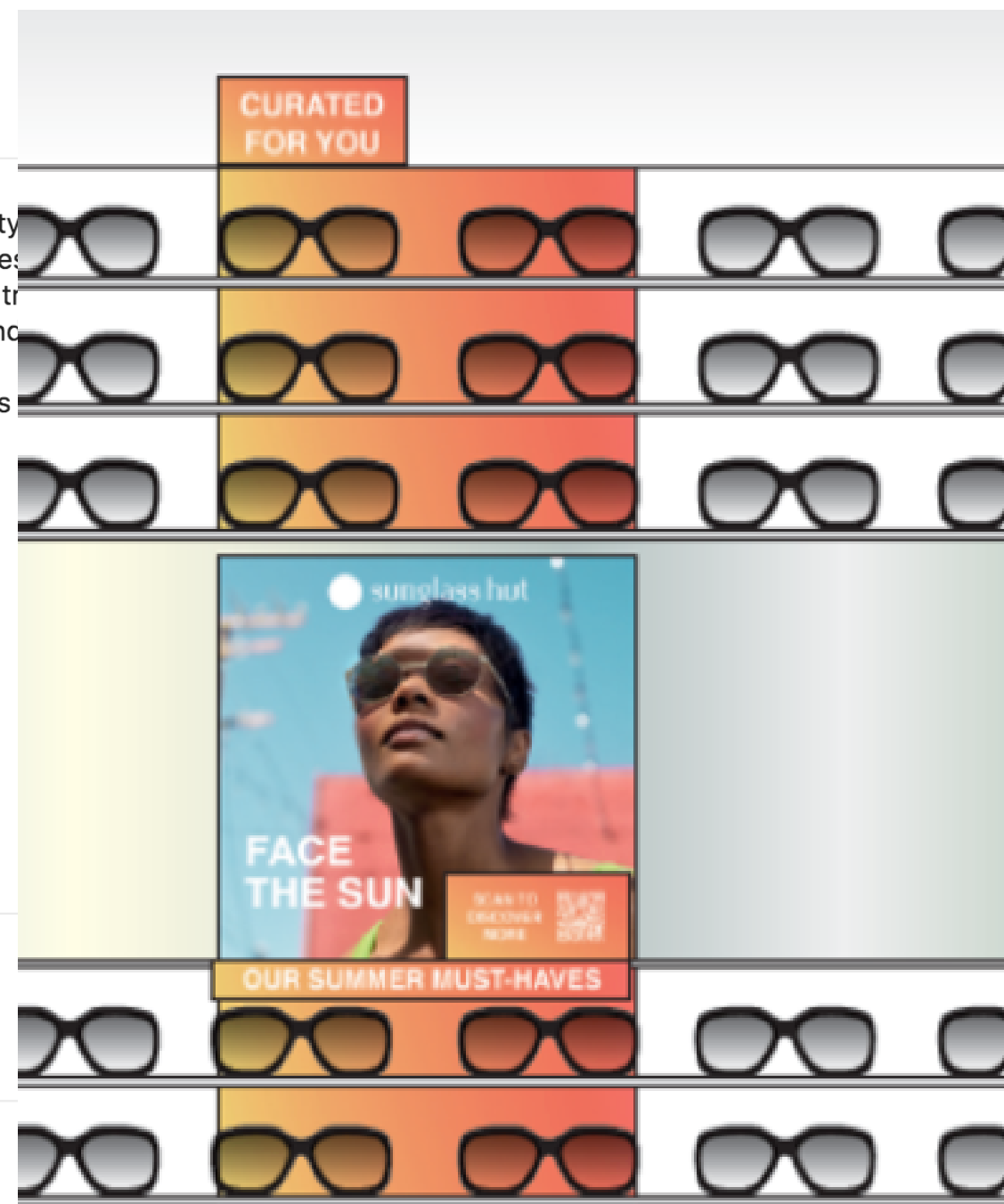
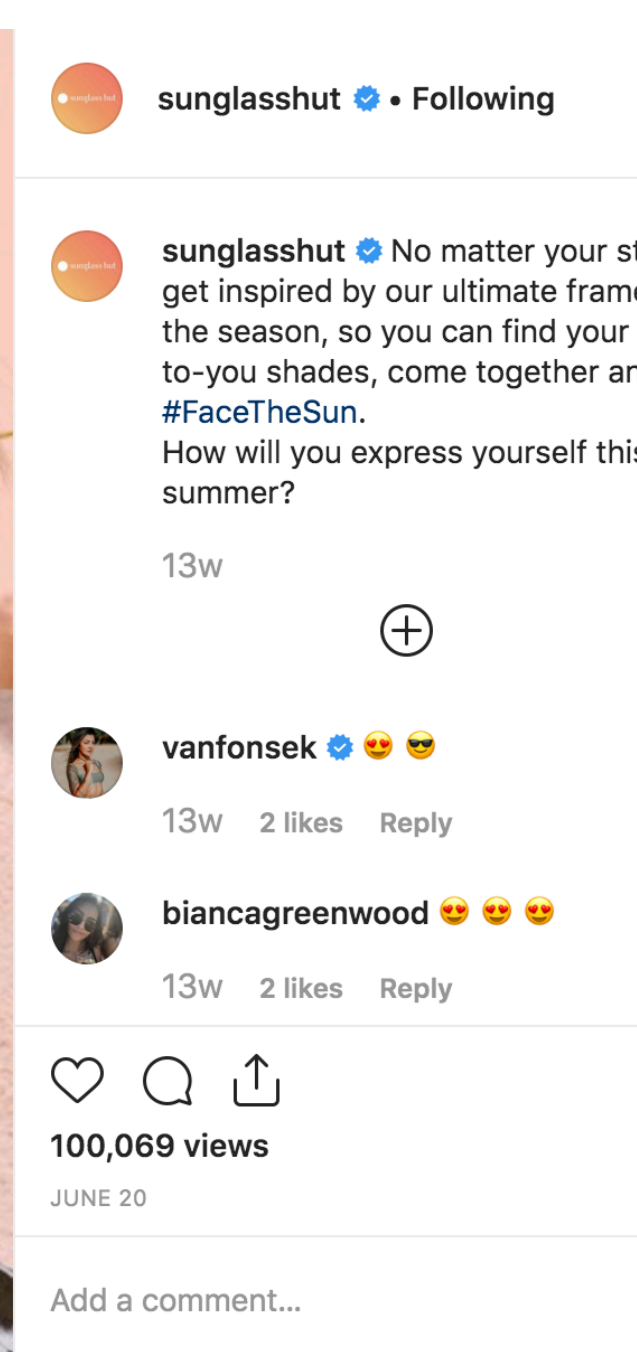
We speak on a variety of channels: ATL channels plus in-store, digital windows, website, social, CRM and digital media. When we have a 360 degree cross-channel campaign, the language we use should always be premium, inspirational and especially coherent. This communication all lives under one umbrella: The House of Sun. On every channel, the main message should be communicated in a clear and similar way, keeping in mind specific channel needs and consumer journey.

Our channels

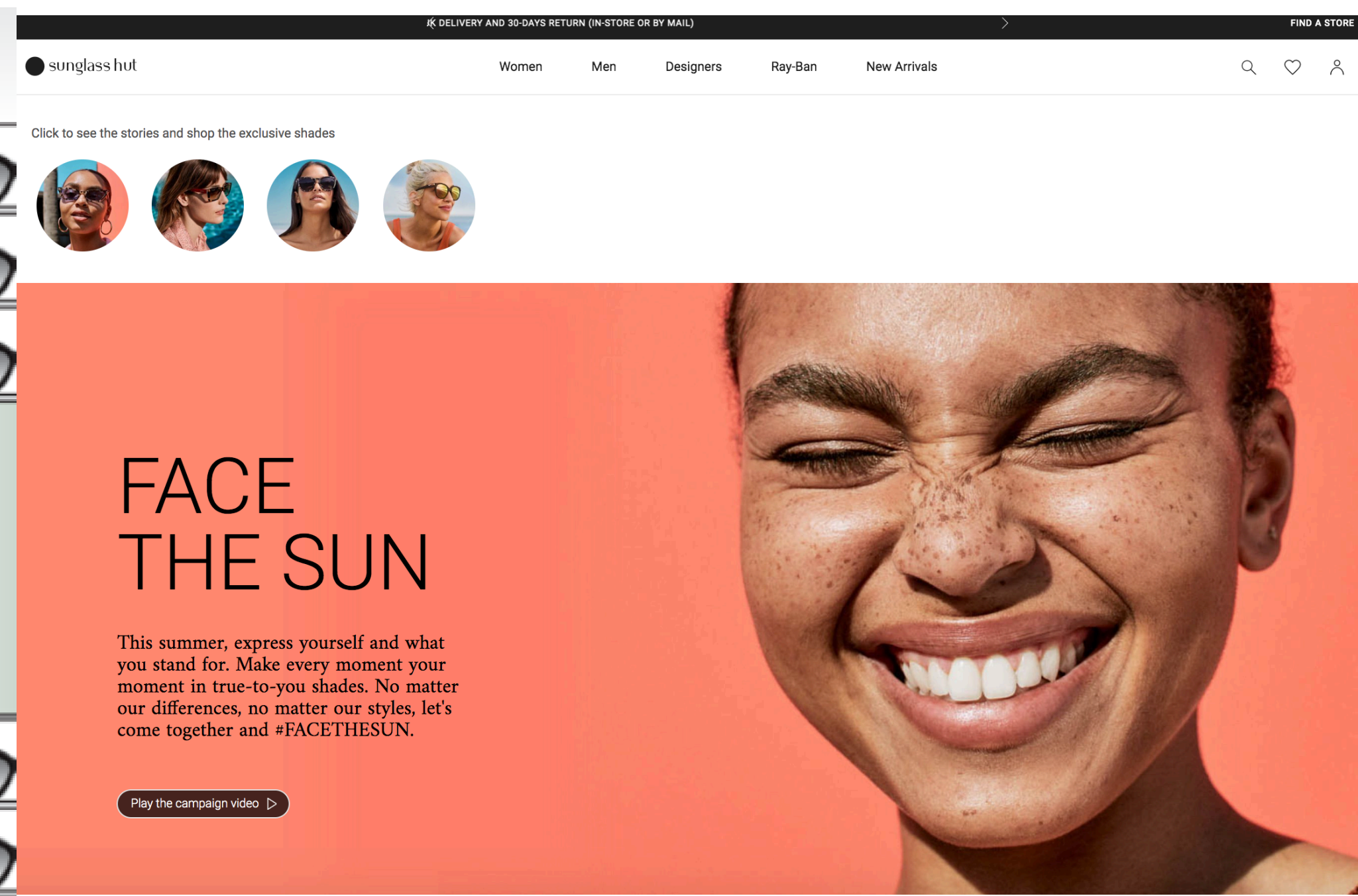
The message and TOV stay the same cross-channel, but declined depending on channel and consumer needs



Social media



Store



Website



Our House of Sun
communications are
directed at our core
audience and
communication target:
The Everyday Icon

The Everyday Icon

Individuals who are aware of the importance sunglasses play in building one's appearance. They are searching for a sense of belonging, whilst still looking for a distinctive element of self-expression.

Most of our communications are directed at the Everyday Icon, from editorial projects to collaborations, from curations to branded content.

The Everyday Icon can be broken up into two sub-categories:
The Expressionist & The All About Fashion.

The Expressionist

Interested in trends,
but still wants to
express his/her
unique personality



The All About Fashion

Interested in what's "in" and the latest on-trend styles.



Our audience

Our audience is divided into three categories:

The everyday icon



Quality seeker



Style on a dime

You've met the Everyday Icon.
Now let's meet our other targets.



The Quality Seeker
Interested in high
quality products
and good customer
service.

Although not a primary target,
a deep dive is needed to create
dedicated communications in the
future.
Future campaigns for this
audience should focus on
function

(ex: polarized edit)



Style On A Dime

Sensitive to fashion:
prefers products that are good value for his/her money

Target activated during sales.



How do
we speak?

Our language

Dos

PREMIUM

The way we talk to our consumers is sophisticated, yet accessible.

ON-TREND & EDITORIAL

We're aware of the latest trends and we know how to talk about them

AUTHORITATIVE

We are experts in providing a curated selection for our consumer

SIMPLE & FRESH

We're straight to the point, with an editorial twist.

Don'ts

COMMERCIAL

We are not pushy when it comes to shopping for shades

HUMOROUS

We're never silly, never sarcastic.

CHILDISH & YOUNG

Words like "fashion victim" and "hottest" don't exist in our vocabulary.

GENERIC

You'll never see us use banal terms such as "trendy" or "cool".

Our language

Say this

Instead of this

ON-TREND

TRENDY

EYE-CATCHING

HOT

ULTIMATE

COOL

FASHION-FORWARD

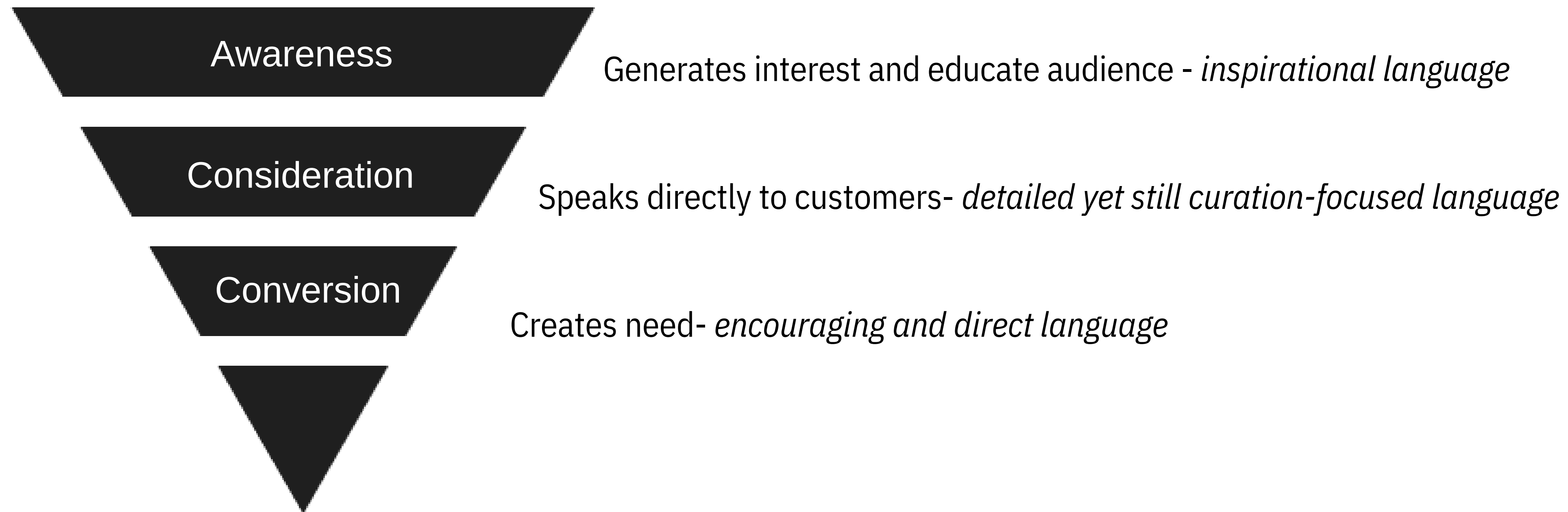
FASHION VICTIM



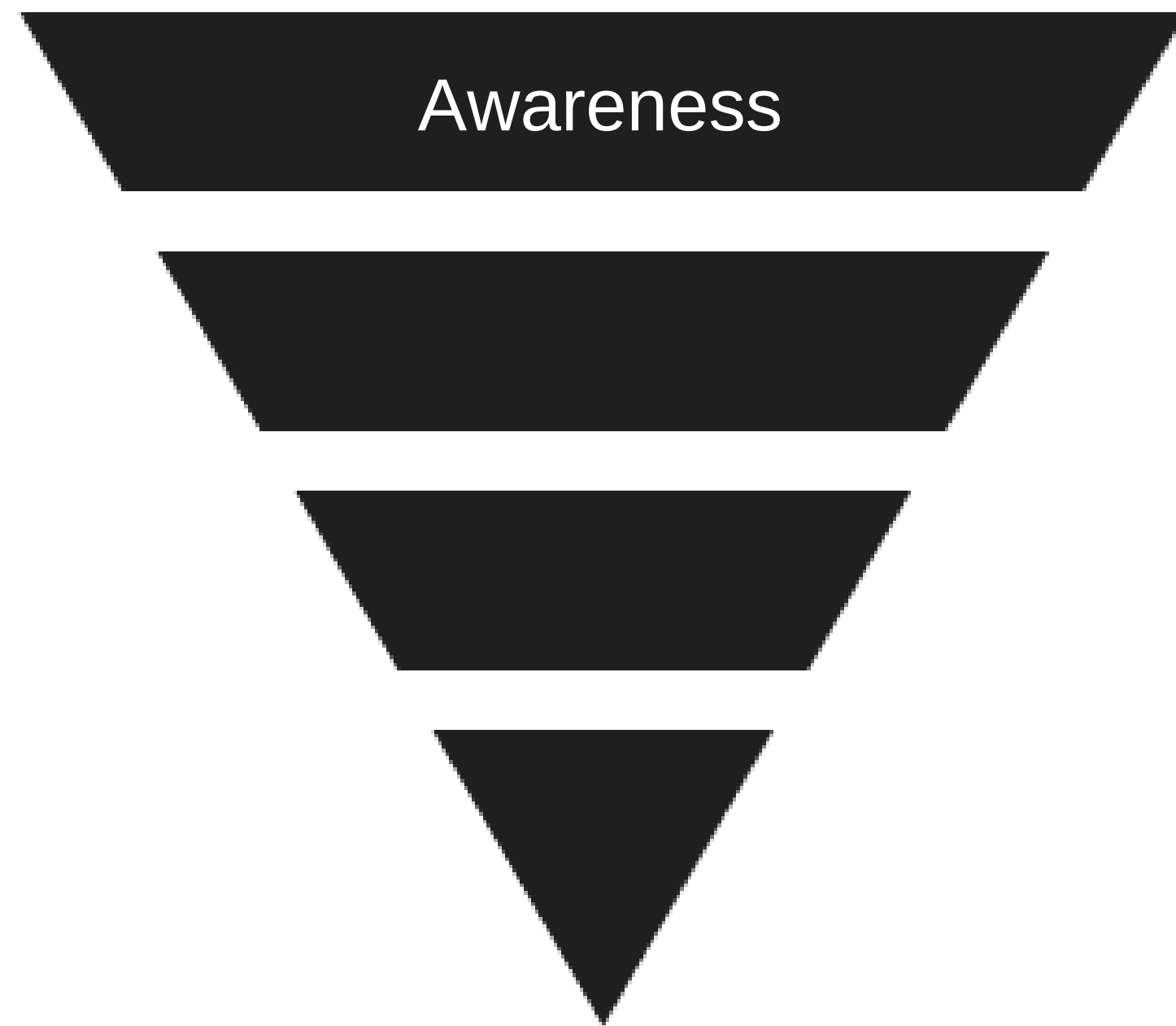
How do we
communicate to sell? 2

Communication funnel

Our language changes depending on the phase of the customer journey



Awareness



This is the first and broadest phase of the customer journey. We're inspiring but also educating our audience.

Awareness

Awareness messaging is communicated on various touchpoints, building the brand image and perception and driving the user to visit store or website.

Dos

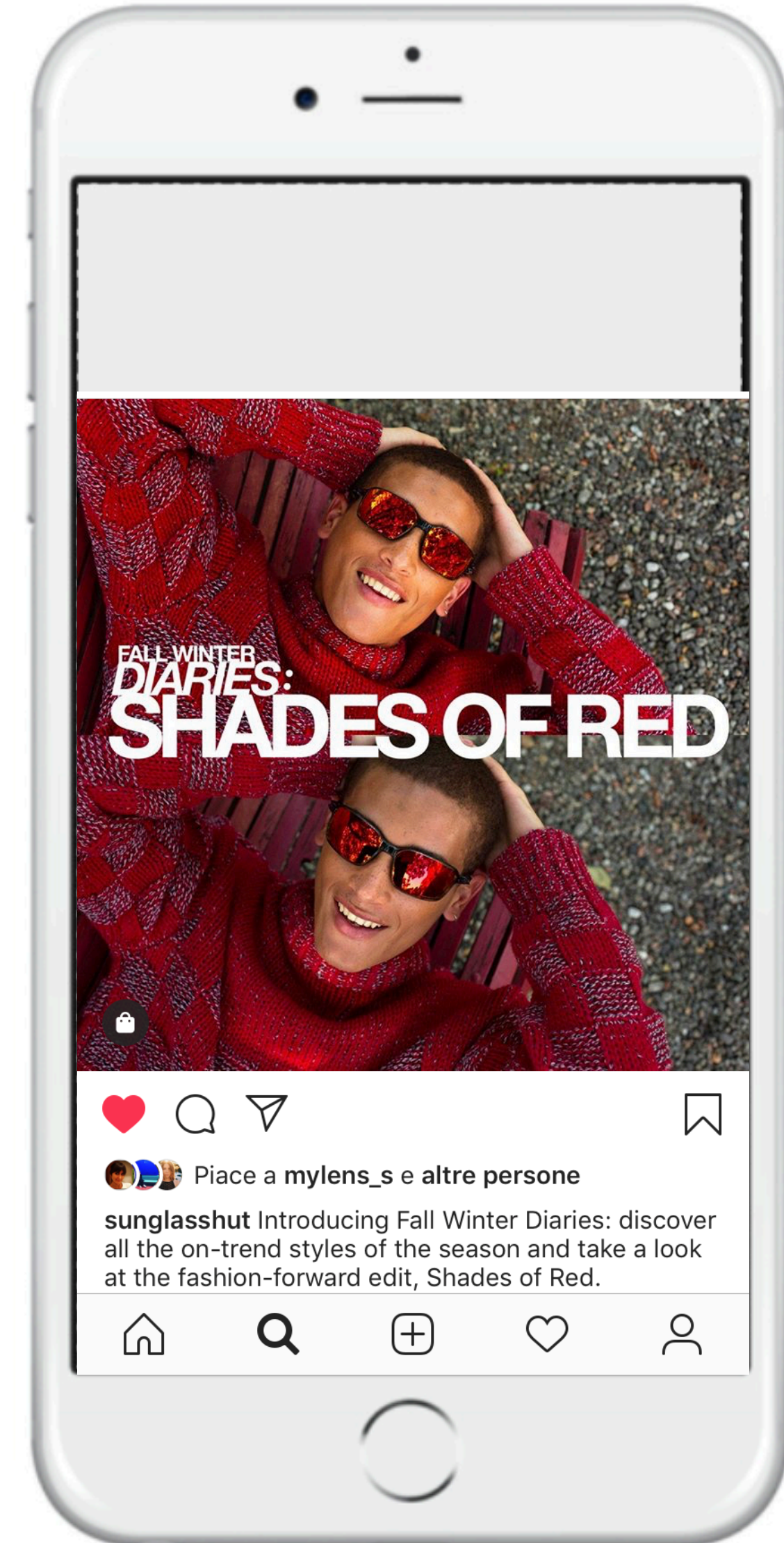
Introduce the campaign

Be inspiring

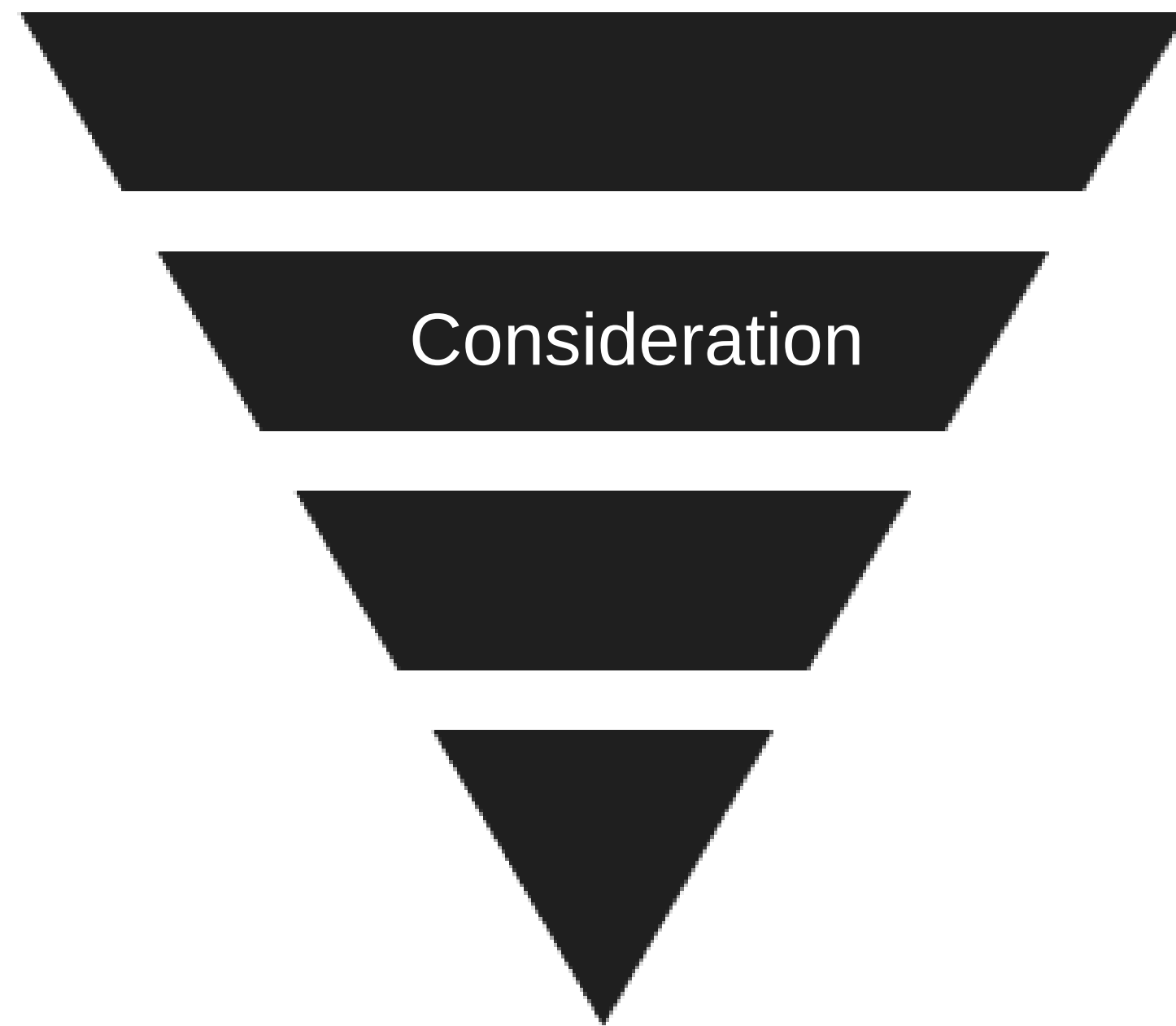
Don'ts

Go into *too much* detail

Be product-focused



Consideration



This second phase is dedicated to a direct yet still inspirational tone of voice. We're giving reasons why this consumer should consider this perfect style at Sunglass Hut.

Consideration

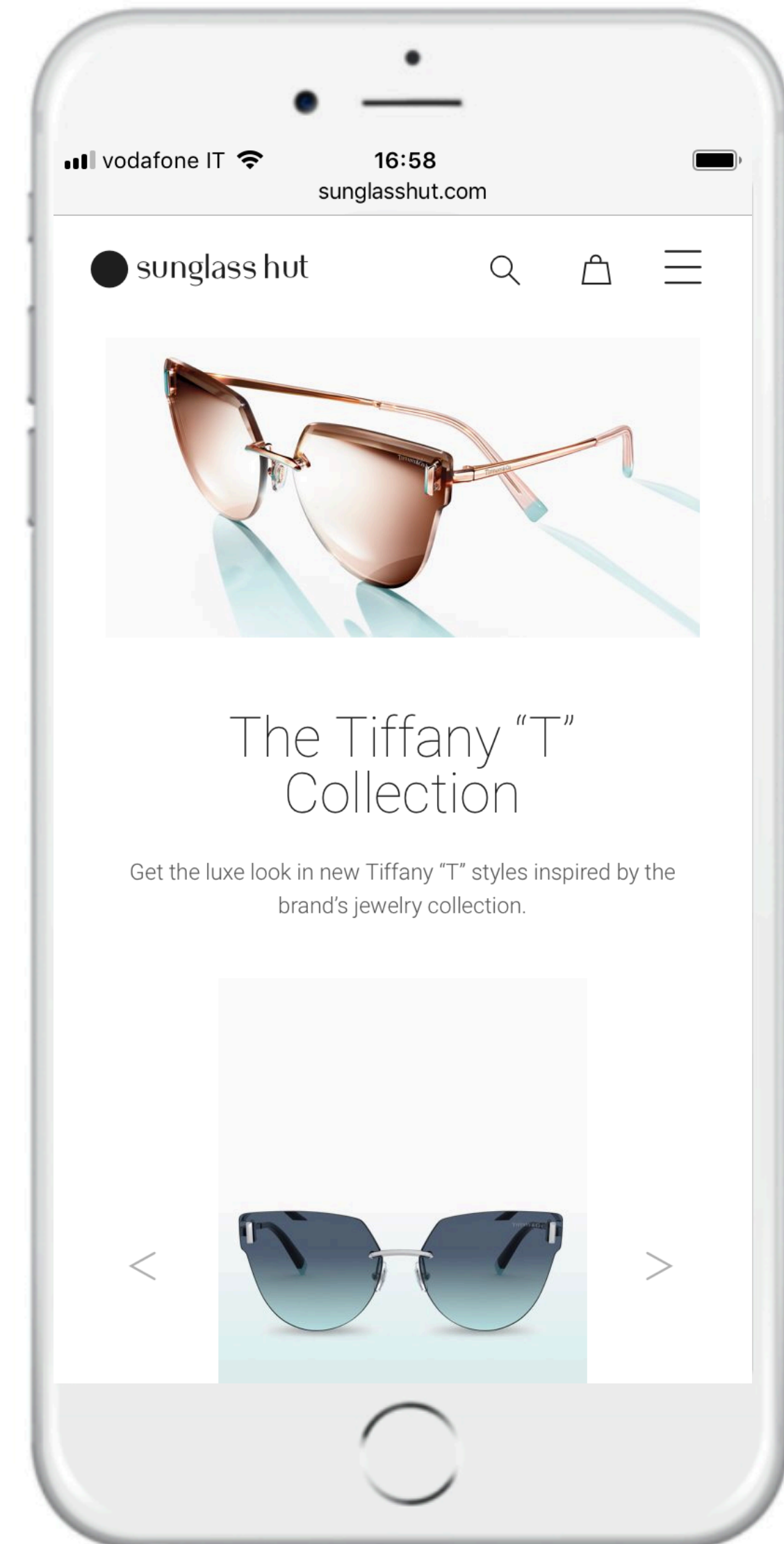
The consideration phase can be seen in product-oriented content, from social to CRM, from website to store.

Dos

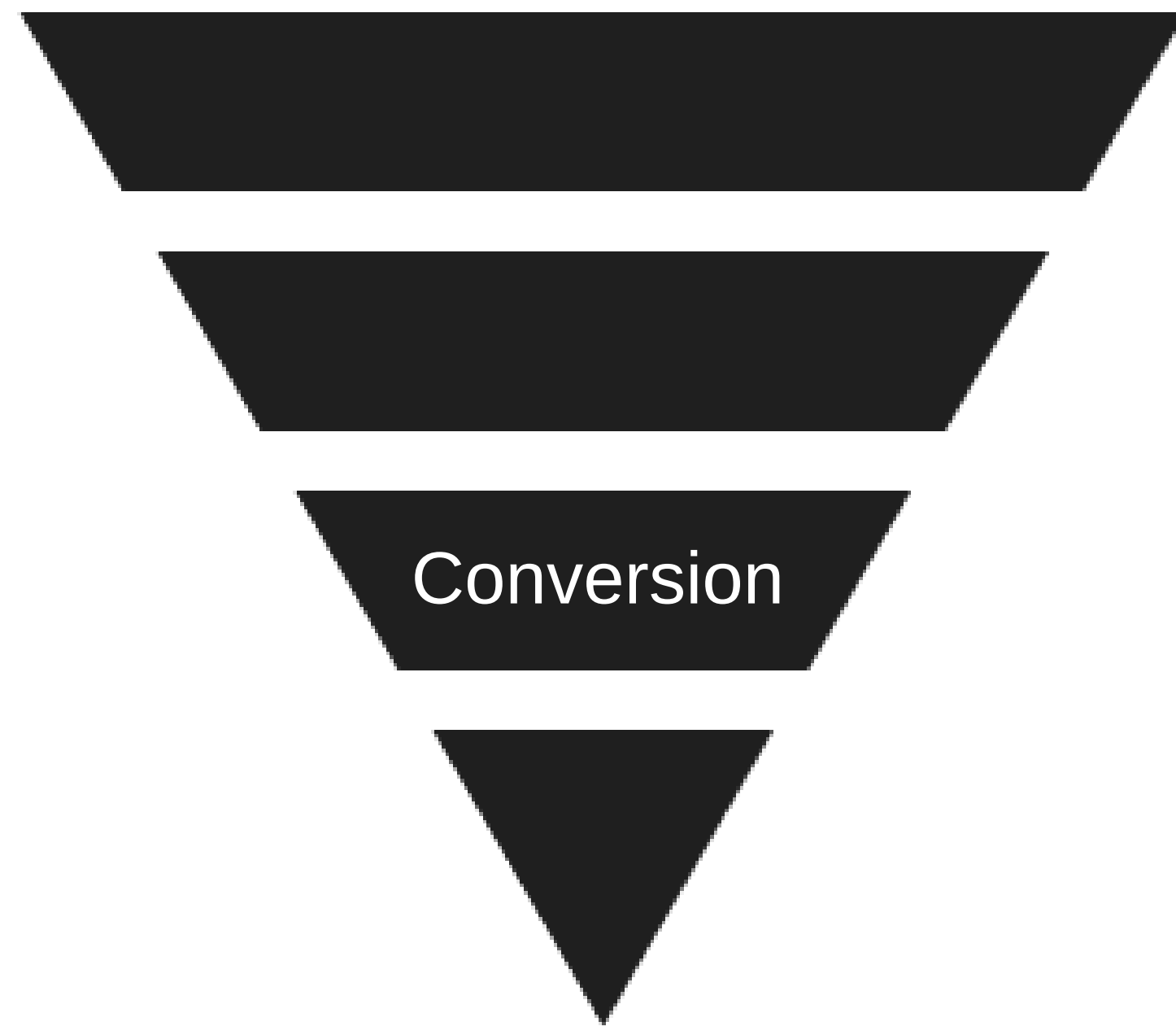
Focus on product with a curated TOV
Give them a reason *why* we've selected this product

Don'ts

Be too vague
Be pushy



Conversion



This final phase is dedicated to the final push: encouraging the user on why he/she should make this purchase.

Conversion

Conversion is happening
in-store and on the website.

Dos

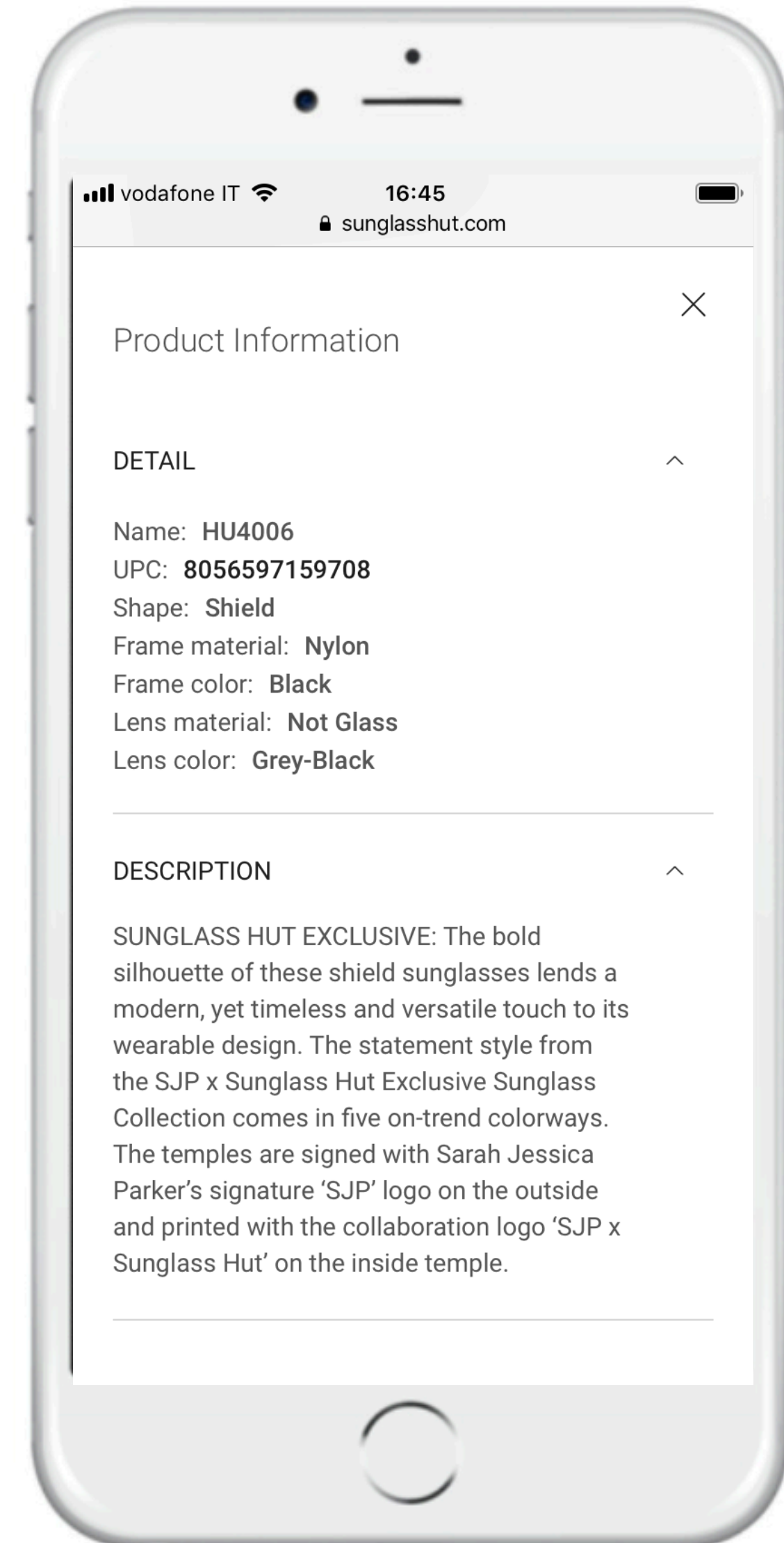
Encourage the user in
his purchase

Describe the product
in a concrete and
expert way

Don'ts

Be pushy

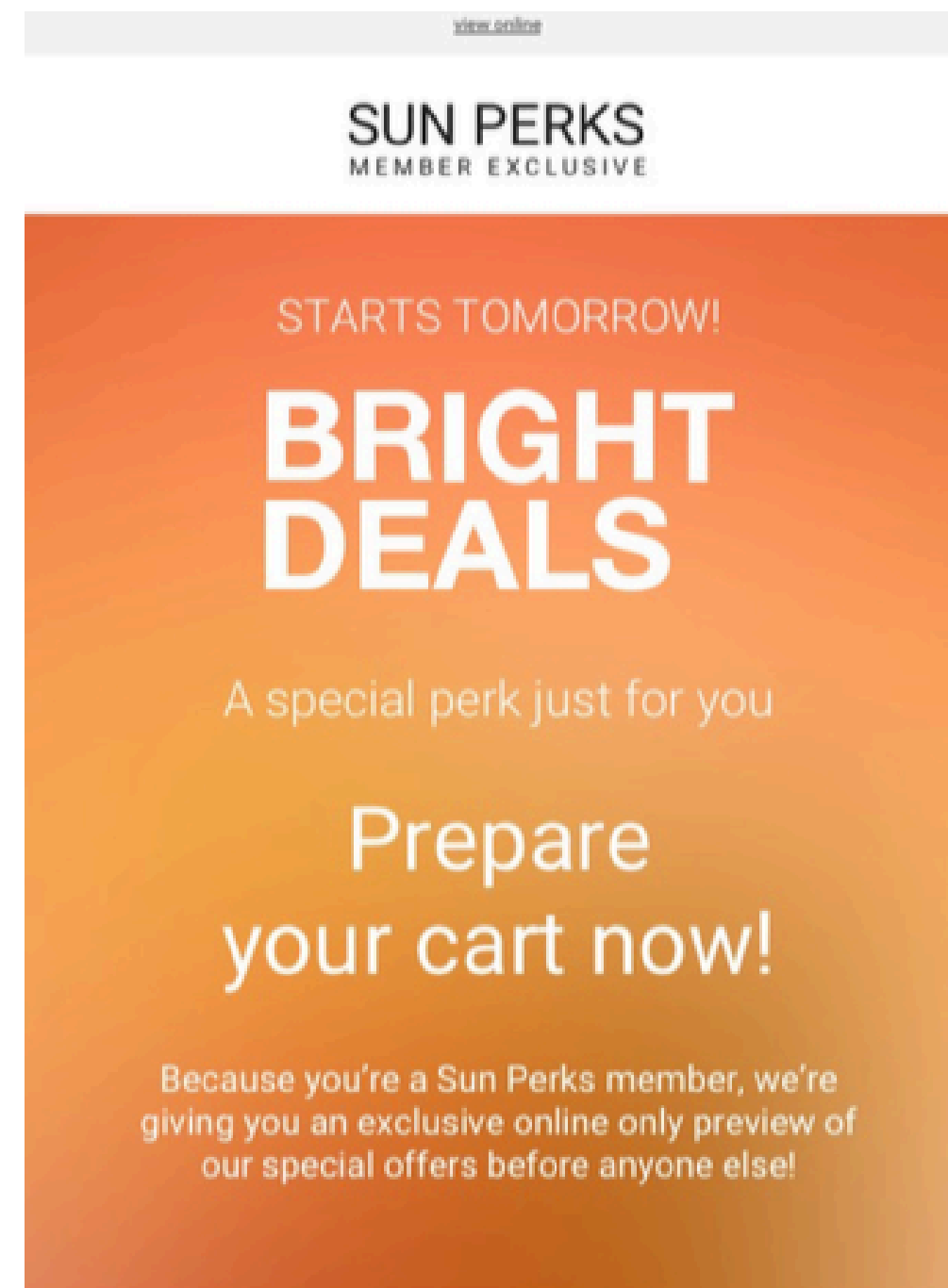
Use a too elevated
TOV



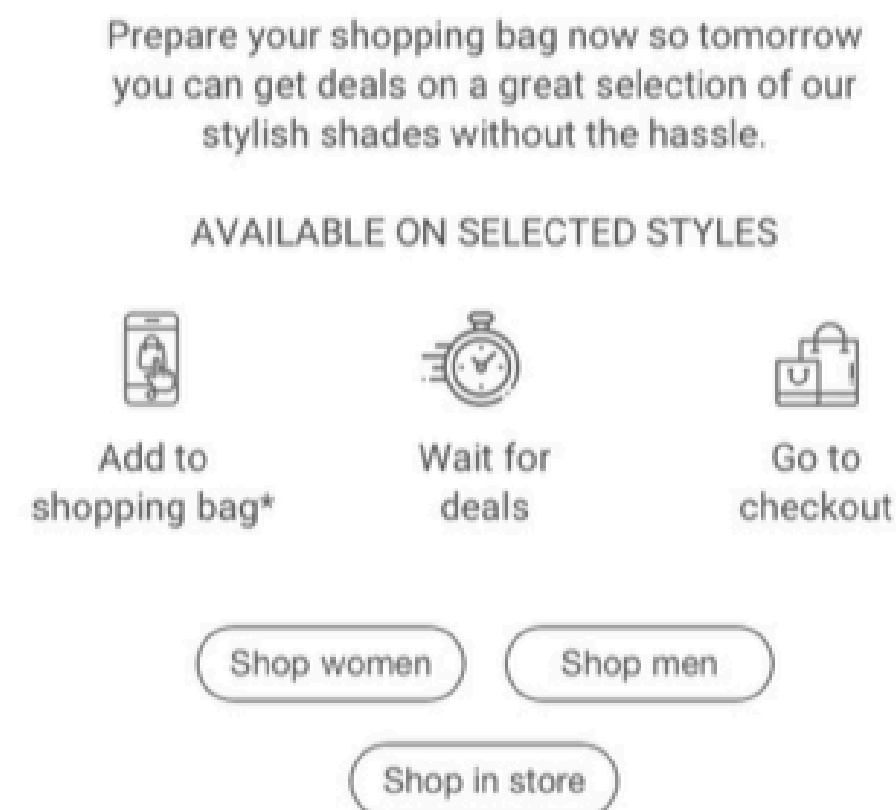
Sun Perks & In The Loop



Sun Perks & In The Loop



For both programs of our loyalty programs, we use words that promote exclusivity and perks. We want our members to feel special, unique and part of something exclusive.



Dos	Don'ts
Exclusive	Superior
Special	Expensive
Perks	Restricted
Benefits	Clique
Just for you	Upscale



Exclusives & Avant premières

Exclusives & Avant premières

Exclusive and pre-release styles are communicated through consumer-facing badges on all channels, from CRM to social, to website.

For these special styles, we also create dedicated product descriptions that highlight their unique features.



EMPORIO ARMANI
FIND IT HERE FIRST



VERSACE
SUNGLASS HUT EXCLUSIVE

Exclusives & Avant premières

	Exclusives	Avant premières
In The Loop/Sun Perks emails	JUST FOR YOU	GET YOURS EARLY
In The Loop/Sun Perks on other channels	SUN PERKS/ IN THE LOOP MEMBERS ONLY	SUN PERKS/ IN THE LOOP MEMBERS ONLY
Non-member communications on all channels	SUNGLASS HUT EXCLUSIVE	FIND IT HERE FIRST

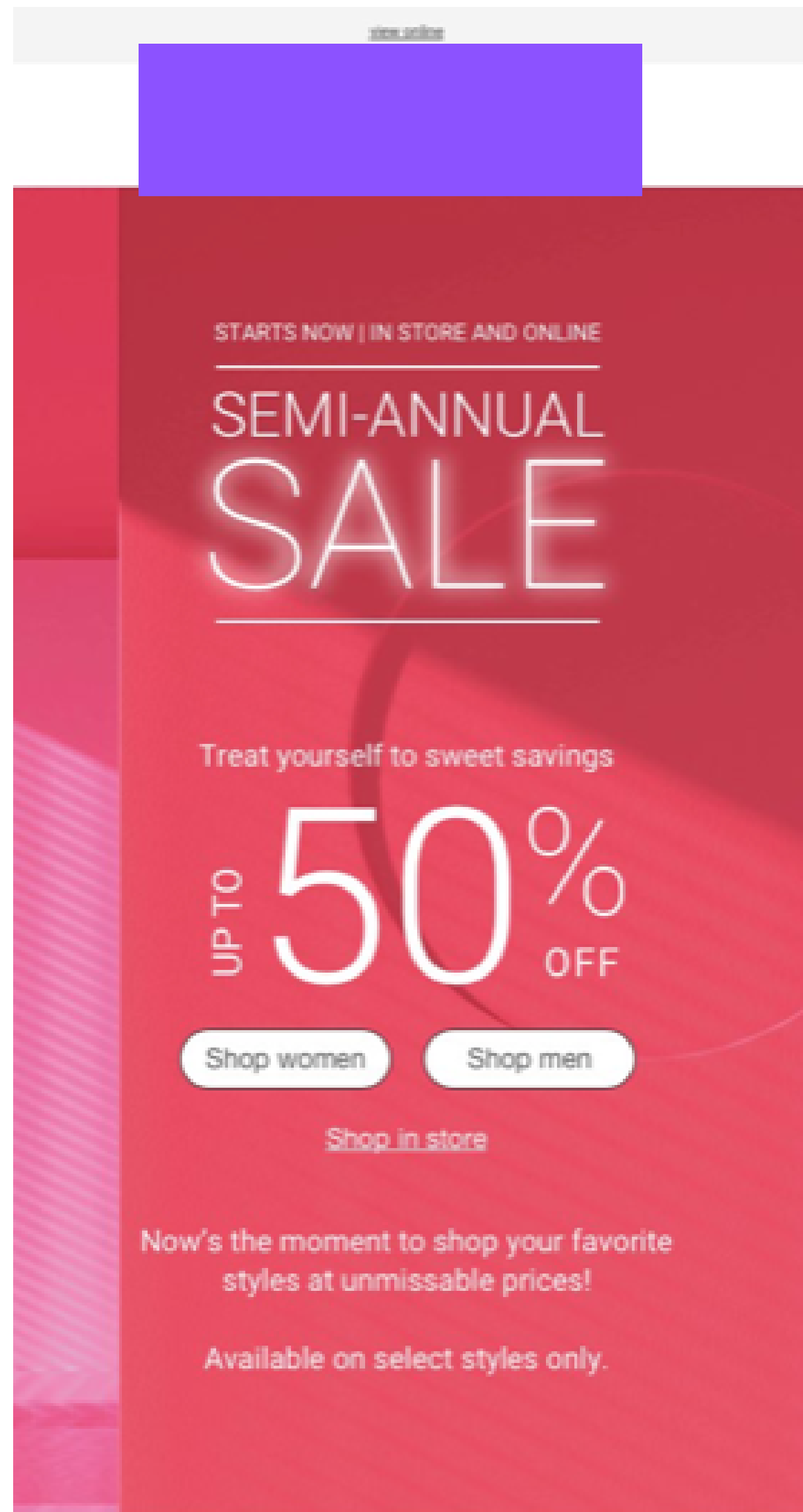
The badges for these styles change depending on whether they are accessible to everyone or if they are available only for members of our loyalty programs.

How do we
communicate
during sales?



Sales

Our language is always premium,
even in moments of sales.



What we say

What we don't say

Sale Deal*

Exclusive Offers Bargain

A special treat for you Everything must go!

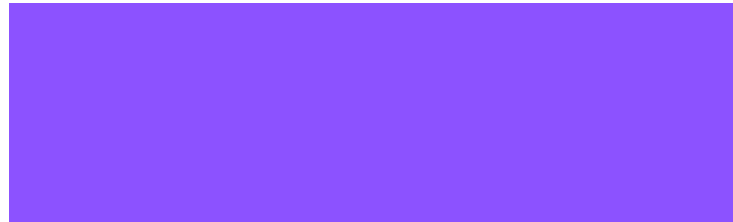
Awareness

Consideration

Conversion

*Exceptions apply during Black Friday.

Sales



BRIGHT DEALS

UP TO **50% OFF***
SELECTED STYLES

Shop women Shop men

Find in store

Conversion

Shop by brand

Ray-Ban Oakley

Versace Gucci

Burberry Prada

Persol

Don't miss more markdowns

Shop women Shop men

Shop in store

ONLINE AND IN STORE. WHILE SUPPLIES LAST.







IN STORE AND ONLINE

BRIGHT DEALS UP TO **50% OFF***
SELECTED STYLES

Shop by style

Discover our selection
of eye-catching sunglasses for less.

Athleisure  OAKLEY	Deluxe  PERSOL
Lifestyle 	On-trend 

We create urgency and need, thereby pushing conversion. However, we never lose our focus on curation. Through specific CTAs and TOV, we target our different personas.



Thanks!