



www.spilgames.com

Corporate Website Tone of Voice Guidelines

You could argue that there's some natural incongruity between what a brand's personality is and how it wants to appear to its customers. In putting our brand personality across it's important to foreground the positive aspects of who we are, focusing on solutions and benefits rather than complications. At the same time, we need to be able to deliver what we promise. There's no point in HSBC saying they're fun, or in Ryanair saying they're professional, or in the NHS saying it's agile.

"A man has as many social selves as there are individuals who recognise him and carry a picture of him in their minds."

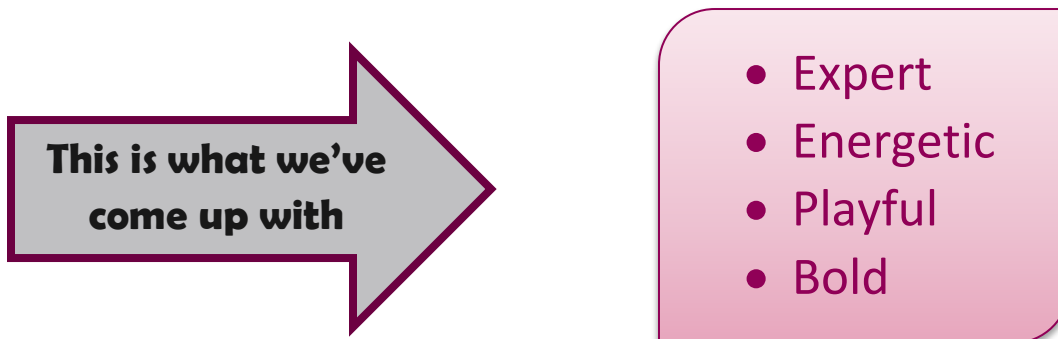
William James

Our personality is determined, at least in some part, by our audience. In a step to determine a balance between who we actually are and who we want to be, we should have an idea of who we're communicating with.

The main segments of the Spil Games corporate website audience are:

- Developers who may wish to see their games hosted on Spil platforms
- Advertisers who may wish to see their banners hosted on Spil platforms
- Superheroes who may wish to become employees of Spil Games
- Press who may wish to find interesting and relevant information about Spil Games

Now we know who we're talking to, we can decide how we wish to be perceived by this audience. Of course, each segment is looking for something different when they visit the website, and we can communicate with them in more specifically relevant ways. We'll do that by adjusting our tone of voice slightly as we address each segment individually. More on that later. For now, let's get the general picture. How would we describe the Spil Games personality?



Each word on its own can mean different things to different people in different situations, so it's important to clarify why we chose each point and what it means in this context.

Expert

Spil Games has been in operation since 2004. In online terms that's practically veteran status. Add to this the fact that Spil Games is still among the largest, most dynamic, responsive and innovative online gaming companies in the world, and you're looking at a great deal of authority.

We know so much, in fact, that we know how to be humble about it. We don't need to shout about our status or our expertise; it shows in everything we do. We can talk with genuine authority and conviction, rather than as a plea to be heard and recognized.

Things like...

Professional
Knowledgeable
Well-connected
Involved

Not really...

Follower
Amateur/Novice
Uninformed
Spammer

Dos	Don'ts
Be confident in Spil Games' knowledge of, and position in, the gaming industry	Constantly seek to justify assertions
Use appropriate industry-relevant terms for your audience	Completely avoid – or completely indulge in – obtuse or highly specific jargon and acronyms
Be humble about the status of Spil Games	Always focus on the successes of Spil Games
Assume a reasonable level of intelligence on behalf of the audience	Dumb things down or exaggerate for effect
Communicate plainly, clearly and concisely	Use long-winded sentences overwrought with technical references
Be aware of your subjectivity and that of the company	Preach your (or Spil Games') perspective as the Gospel Truth

Energetic

Spil Games saw a growth explosion in recent years, but the company still knows how to work lean. In our industry it's imperative to be responsive. We're quick, we're smart; we get things done.

We love games; we love being social; we love being casual; we love being online! We bring our passion to work every day. It's not just our technical skills that make Spil Games successful: it's the way we communicate and cooperate. We achieve great things by pitching in, being decisive, and overcoming challenges in a creative way.

Things like...

Fresh

Responsive

Agile

Active

Not really...

Sluggish

Traditional

Dull

Static

Dos	Don'ts
Prefer the active voice ("I ate a banana")	Prefer the passive voice ("A banana was eaten by me")
Keep sentences short	Use long sentences
Be concise	Be verbose or long-winded
Communicate to the needs and interest of your audience	Communicate for yourself

Playful

Play is the essence of what we do, and it has made Spil Games successful all these years. Our business is to help people enjoy themselves. Play, therefore, is infused into the way we work.

We're a bunch of fun-loving people. We're sociable, we're engaged, and we know how to have a good time. We're young at heart. We dress up and fall over. We play games and we have competitions. We laugh a lot. We put our enthusiasm and creativity into our work. All this comes through in the way we talk about what we do.

Things like...

Fun

Friendly

Casual

Active

Not really...

Boring

Solemn

Pedantic

Severe

Do	Don't
Show enthusiasm	Sound bored
Be 'upbeat'	Sounds morose/lethargic
Use light humour	Use dark or no humour
Be creative (or even simple) with language	Repeat corporate jargon

Bold

We dare to stand out. We make big decisions. We take chances. We make mistakes and learn from them. We're unconventional; we come across many problems that demand creative solutions. Our industry is always changing, and we need to change with it.

We're here to entertain people, so we need to stand out. We don't want to blend in with the background drone; we want to make noise and shake things up a little. We want to give people something to smile about.

Things like...

Unconventional
Contemporary
Innovative
Adventurous

Not really...

Narrow-minded
Repetitive
Old-fashioned
Insecure

Dos	Don'ts
Use contemporary language	Use archaic language
Express curiosity	Repeat old ideas and phrases
Use conviction when discussing challenging ideas and beliefs	Be timid or doubtful when discussing unconventional or challenging ideas and beliefs

If you write for everyone, you write for no one

It's therefore important for us to know who our audience are, in order to determine how we want to speak to them. Sometimes we can be more energetic and playful; at other times we need to sound more like bold experts.

This technique works very much like the 'graphic equalizer' on your stereo. We can keep all these elements to our company tone of voice; when we need to, we can emphasize one element more than others.

For example, when we write about working at Spil Games, we're effectively 'selling' Spil Games to potential employees. It's therefore a good idea to emphasize the bold and playful elements to our tone of voice in order to show people that it's fun and exciting to work at Spil Games.

With that in mind, let's return to the main segments of our audience:

- Developers who may wish to see their games hosted on Spil platforms
- Advertisers who may wish to see their banners hosted on Spil platforms
- Superheroes who may wish to become employees of Spil Games
- Press who may wish to find interesting and relevant information about Spil Games

It's wise for us to adjust our tone of voice when addressing each segment. We don't have to restrict ourselves too much; some general guidelines should be enough. Let's take each of these segments in turn.

Developers

Primary elements: Playful, Expert

Secondary elements: Bold, Energetic

Developers want to know we're serious about play. We love games, we love being involved in online gaming, and it's in our interest to promote that as much as possible. We also know what we're doing: we're experts in reaching audiences and in marketing games. We can provide the best platform for game developers.

Advertisers

Primary elements: Expert, Energetic

Secondary elements: Bold, Playful

Advertisers rely on our expertise at reaching an audience. They want to hear an authoritative, reassuring, expert tone that tells them about our technological innovation and our massive scope. They want to hear how dynamic and responsive we are, how we're constantly improving our product to make them more money.

Superheroes

Primary elements: Playful, Bold

Secondary elements: Expert, Energetic

As mentioned above, potential employees want to be impressed by the inviting culture at Spil Games. They want to be greeted with a playful welcome, something joyous that gives them a good feeling about the company. We're going to talk to them about all the fun we have, about the employee benefits, about how we're so creative and innovative and how we want everyone to 'come as you are; be as you are'.

Press

Primary elements: Bold, Expert

Secondary elements: Playful, Energetic

When talking to the press, we're putting across a story of a bold, unconventional, innovative company that has achieved great success and is the expert in its field. We're an authority on what we talk about: we're a 'thought leader'. We have valuable insights; we step outside of our comfort zone to achieve fantastic results. Or words to that effect.