

Loot Crate's Tone and Voice

Loot Crate is ...	Loot Crate is not ...
Friendly, warm, welcoming	Snarky, offputting
Fun and playful	Dull and workmanlike
Smart, cool friend who knows about stuff first + shares it with buddies	Pompous know-it-all who sneers at others who are out of the loop
Breezy, jokey	Super serious, heavy, severe
Jargony/reference-y, but still understandable to people outside the fandom	Obscure or obtuse
Clear, helpful, simple, easy to understand	Muddy, complicated, inscrutable
Appreciative and kind	Mean, ungrateful
Casual, light	Uptight, stodgy
Like talking to a peer, someone who gets you and likes you	Like hearing from an authority figure, someone detached and uncaring