

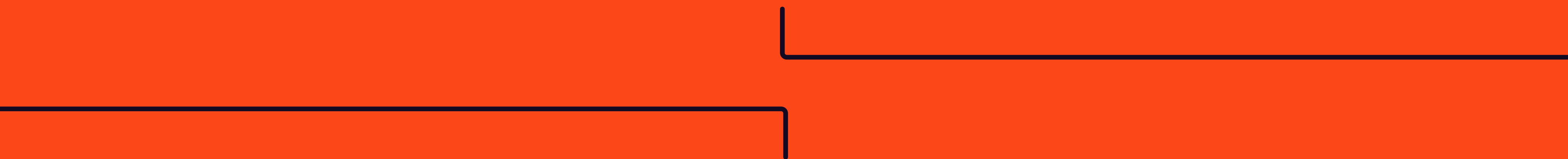


Tone, Voice, and Copy

CONFIDENTIAL



Brand Personality



Messaging pillars

Sincere

We mean what we say, and we say what we mean with kindness, clarity, and respect.

Conversational

We take music and technology conversations out of the cloud and translate them into accessible language for all.

Creative

Above all we are innovators, infusing our interactions with artistic flair.

Supportive

We exist to amplify brands and empower artists to realize the full potential of their music.

Modern

We're at the cutting edge of music and technology, always dreaming up new ways to solve issues using digital tools.

What's Our Tone?

The text is positioned above a series of decorative lines. A horizontal line extends from the left edge of the frame to the right, ending just before the text. From the end of this line, a vertical line segment extends upwards, meeting the horizontal line that underlines the text. Another vertical line segment extends downwards from the horizontal line, continuing to the bottom edge of the frame.

Right in tune

Simple messaging with personality is at the core of the Songtradr voice. We speak about **advanced music technology** products in a tone that is **accessible to all**—from small brand managers to agency executives, emerging artists to songwriting superstars. In our communications we strive to seamlessly connect all members of the music community, while talking to them as **trusted experts** in the field. We're more than just a music provider —**we're a partner and guide** in every sonic adventure.

Technology products can be complicated, but **we replace confusing jargon** with **clear and digestible content** to help our clients reach their goals. We blend creativity with passion and modern energy with time-tested knowledge into **a voice that exudes confidence but is never arrogant**. We are **approachable, down-to-earth**, and **imaginative**—and our tone of voice embraces these values.



Inspiration



We like their sound

We draw inspiration from brands that value clear communication, direct actionable language, and an overall aspirational tone. These companies place the consumer at the forefront of their personality, putting their own identity forward in service to their client base. A few examples:

Mailchimp



"Over 13 million businesses rely on Mailchimp to create and send engaging emails that reach the right people, build better relationships, and help drive revenue and growth. You can too."

AWAL



"We follow your vision
You own everything
You keep the lion's share of profits
You see everything we see
You're never locked long-term
You have the final say"

Squarespace



"Empower your team to build with greater flexibility and control with enterprise-grade security, best-in-class design, premium support, and more."

Vimeo



"We handle the tech so you can focus on content. Say bye-bye to hiring engineers and support teams, dealing with third parties, and managing app upkeep. Say hello to tech that scales with you."

Tone Examples

A decorative graphic consisting of a horizontal line on the left, a vertical line extending upwards from its right end, and another horizontal line extending to the right from the top of that vertical line, forming an L-shape. The lines are black and have a consistent thickness.

Tone examples

Attribute	Too Much	Too Little	Sweet Spot
Confident	Our team of musical experts will solve all your music needs. (too presumptuous, too arrogant, too general)	We know you'll love this music. (too general, no perspective)	Turn music into revenue with ROI-driven creative strategy that's backed by data, science, and artistry.
	Where the best content meets the best music. (too boastful)	We hope you think our services are as great as we think they are. (too insecure, too needy)	We connect brands and businesses with artists who create great music.

We speak with pride, purpose, and passion. We are experts in our field with years of experience rooted in tools, data, skills, and creativity.

Tone examples

Attribute	Too Much	Too Little	Sweet Spot
Humble	We are a technology company that started, as a garage band, in a garage in 2014. (too casual, too self-deprecating)	Where music meets smiles. (too general, too informal)	We provide data-backed music recommendations to help transform your brand with sound.

We’re not big on feeding the hype beast. We’re experts in our field and we know it, but only speak to this knowledge insofar as it can serve our clients and artists.

Tone examples

Attribute	Too Much	Too Little	Sweet Spot
Modern	Turn up to 11 the way you manage your music. (too dated, too cliché)	Check out these #trending artists (too boring, too modern)	From the studio to the screen to streaming platforms and beyond, we provide a medley of music services to help you maximize your music's potential.
	Similar to Kanye West, always try to maintain the minimum clear space around the Songtradr logo. (doesn't make sense, too random)		You create the content. We'll help you amplify it with music.
			Music data you don't need an analyst to understand.
We're in tune with trends and can talk the talk in timeless fashion.			

About Us

A decorative graphic consisting of a horizontal line extending from the left edge of the frame and a vertical line extending upwards from the horizontal line, forming an L-shape that frames the 'About Us' text.

About us

Songtradr is where music meets data, ideas meet innovation, and brand missions are transformed by sound.

We work with brands, agencies, businesses, labels, artists, and more, empowering them to excel on an international stage.

Propelled by technology, real-time data intelligence, and musical expertise, our fully integrated products and services help amplify brands and enable artists and rights holders to realize the full potential of their catalog. Whether with a classic song or a trending tune, a global music strategy or a sonic identity, we help translate ideas into powerful, ROI-driven solutions to ensure content always hits the right note.

We power the world with music.



Use this for a photo caption.

Mission Statement

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Our mission

Our mission is to maximize the value of music for all. We pair creative expertise with advanced technology, connecting artists, brands, agencies, and beyond into a global, data-driven community. Whether helping buyers increase their ROI or suppliers expand their revenue, we're at the epicenter of music licensing.

Manifesto

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Our manifesto

Sound surrounds us. It defines every moment, every movement, every wrinkle in time. It defines who we are, where we are, and what comes after. Sound is fluid, subjective, and immersive—it adds meaning to emotions, bookmarks memories, and transports us to places we never imagined. We believe in the bang, the crash, and the notes stacked together into a song. We believe in the transformative power of music.

Core Values

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What we believe:

Everyone is important.

Songtradr Group values all players in the global music industry. From composers to performers, agency interns to brand executives, we champion people of all backgrounds. The diversity of our international internal team ensures everyone has a voice at the table.

Seek innovative solutions.

We seek to create innovative, reliable, and solid music licensing solutions. With one eye constantly on self improvement, we set ourselves to the highest industry standards to go above and beyond client expectations. Every asset we deliver today must have value tomorrow.

See the bigger picture.

We are an idea-centric company driven by creativity and world-class music data. We bring clarity to imagination by pairing your vision with actionable data and insights to achieve effective, ROI-driven results.

What we believe (continued):

Create good business for all.

Our business strives to increase not only the value of music as a whole, but also the market for music and opportunities for music creators. Our practices are just as beneficial to the independent recording artist and record exec. as they are to the music buyer, brand owner, and creative director.

Be consciously collaborative.

We are team players on a global scale. Whether creating an internal presentation or crafting an international ad campaign, we strive to cooperatively work with each other and our clients with respect and compassion. We combine flexibility and innovation to find solutions to any task at hand.

Do's and Don'ts

The slide features two decorative L-shaped lines. One line is positioned below the title 'Do's and Don'ts', starting from the left edge and extending horizontally to the right, then turning 90 degrees upwards. The second line is positioned further down, starting from the left edge and extending horizontally to the right, then turning 90 degrees upwards.

Do...

- Start sentences with action verbs to empower and inspire clients to work with Songtradr: "Discover 400,000+ DMCA-safe tracks for all your streaming content creating needs."
- Speak with clarity above humor to instill trust: "When your music is used, you get paid."
- Always put the perspective emphasis on the client and how Songtradr can serve their needs with advanced music tech products: "Cut through the noise with data-driven music licensing solutions."
- Sparingly use tasteful, timely, and relevant music references to describe how our products can serve our clients: "Amplify your brand with our data-driven product suite."
- Use language that's inclusive of all ages, backgrounds, and music technology education levels: "Search, license, validate, and manage all of your brand's music in one easy-to-access location."

Don't...

- Use language that's insulting to any demographic: "(It's) not over till the fat lady sings." "Our stellar crew of product engineers (and geeks)."
- Use dated music puns that exclude younger audiences: "Turn up to 11 the way you manage your music." "Eject bad music."
- Use cheesy music puns: "Please read carefully to ensure that we all sing from the same hymn sheet."
- Be overly confident: "Songtradr is a MusicTech company with soul that connects everyone in the business of music."
- Be too informal/unprofessional to be humorous: "Some people attribute the missing 'e' with a trip to Ibiza during the early 1990s."
- Incorporate random pop culture references that don't tie back to the client experience: or product offering: "May the (insert music word) force be with you."

