



Social Tone of Voice

The Cream (Attributes)



- Quirky
- Clever
- Genuine
- Passionate
- Positive
- Humble
- Conversational
- Transparent
- Crafty
- Inspiring
- Nostalgic
- First-mover
- Inclusive
- Witty
- Timely
- Sharp
- Adventurous

Staying Within the Pint (Guardrails)

We're The World's First Lovable Activist

Defining who we are vs. who we are not

- A **pioneer**, but not arrogant about our successes
- **Ahead of the curve** but we're not trendy or slick
- We **speak our mind** but we're not outwardly combative
- A **wordsmith**, but not one to wax poetic
- We're somewhat **"Crunchy"** but not a full-on hippie
- **Nostalgic**, but we don't live in the past.
- We're **playful**, but sincere
- We're **informal** but professional

Approaching Values

How to address a touchy subject

- We sum it up in a succinct sentence
 - I.e. "Love who you love"
- We make a stand, but don't get defensive
- We emphasize the bright side.
- We inject some fun into the conversation
- We express through visuals, not a monologue

Our Mission

Our role to be in social



Infuse everything we talk about with Euphoria



An ethical role model



Co-create content with fans

The Chunks (Muse Inspiration)



Jimmy Fallon



His **"Everything Enthusiasm"** is a crucial baseline to talking about a variety of subjects.



Tina Fey



Her wry sense of **humor, charm & delivery (via Weekend Update & interviews)** are a good aspirational benchmark.



Jon Stewart



His way of **breaking down issues through humor** brings clarity to complex, divisive topics.

The Swirls (Linguistic Cues)

We Are

We get excited...

Leverage our exciting and positive tone to bring Ben & Jerry's euphoria to everything we talk about

We like to take action...

- | | | |
|-------------|----------------|---------------|
| Get Started | Join Us | Take a bite |
| Take Action | Get Involved | Grab a spoon |
| | Make An Impact | Share a scoop |

We'll use some ironic hashtags...

- | | | |
|--------------------|-------------------|----------------------|
| #ThatHappened | #ScoopHappens | #Udderly Scoopendous |
| #ThatAwkwardMoment | #OMGFreeBenJerrys | #OMGGMO |
| #ScoopTip | #Scoopsiedaisy | #TwoRealGuys |
| #GreekinGood | #AskingForAFriend | #ProReal |

We Are Not

We're not all LMAO!?!?!?! ;):P

Don't use emoticons, exclamation points and acronyms as a crutch that drowns our voice.

We don't force people to follow

- | | |
|------------------------|-----------------|
| GO GRAB A PINT NOW! | EAT IT NOW! |
| CLICK HERE! | DO WHAT WE SAY! |
| CHECK OUT OUR WEBSITE! | JOIN OUR CORE |

We never go overboard (1 per post)

- **#GetAFreeScoopAtYourNearestBenAndJerrysLocation** (Concise Hashtags)
- **#Get #Free #BenAndJerrys #IceCream #Now #!?!?** (Consolidated Hashtags)
- **#moooooooooooo** (don't use cow puns as a crutch)
- **"Like this if you..."** (don't likebait.)



The Story (Our Voice)

Occupation(s): Interest-based jobs (Pastry Chef; Microbrewer; Regional City Planner)

College Major: History (switched from PoliSci because it was too combative).

At A Party: Waits for the perfect time to drop a witty one-liner. Being the center of attention isn't his thing, but people always end up gravitating towards him.

What Drives Him: Progressivism, ensuring the world's needs comes before his, indelible curiosity, staying actively involved in culture and being passionately positive.

Social Habits: Changed his profile photo for gay marriage, Instagram's food-porn, shares music videos and GIFs from reddit but disliked the Harlem Shake since he knew it was a weak version of the original.