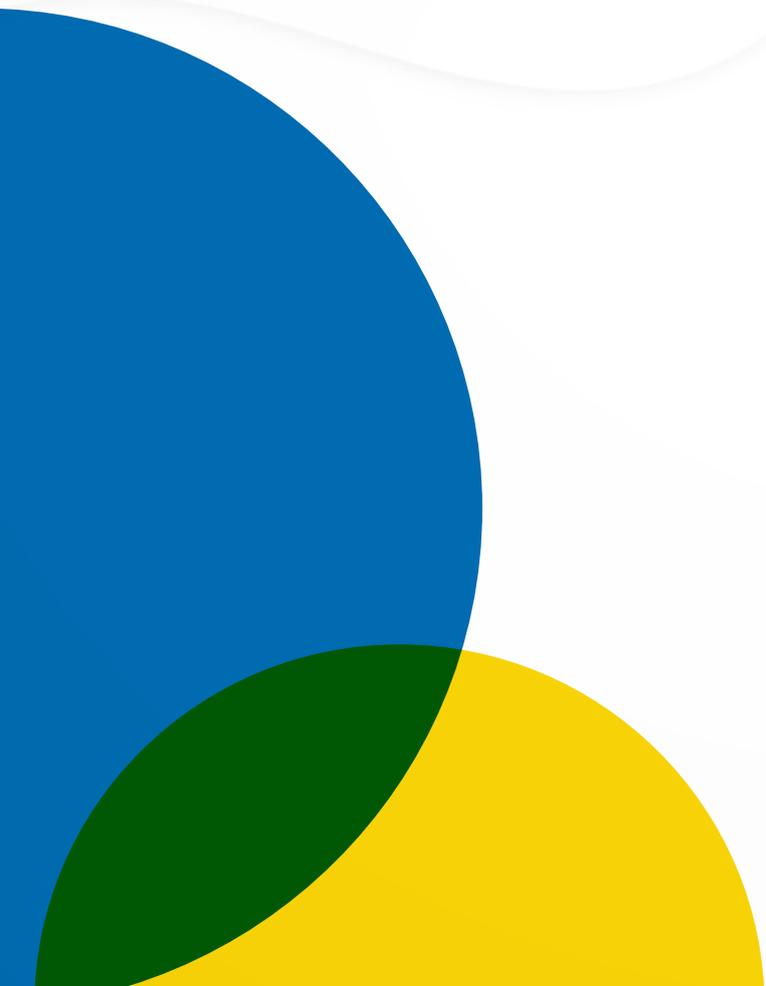




# Achieve brand consistency.

*Build a brand narrative and  
tone-of-voice process*



**DevCom**

Communication means everything



# Achieve brand consistency.

*Build a brand narrative and tone-of-voice process*

How many people in your company write and create messages for your brand? More than you can count, or control, right? Does your company have a framework to ensure brand consistency? Are all your messengers trained in this tone-of-voice? Does every piece of brand communication

(emails, newsletters, in-store material, internal announcements, digital media, etc.) from your business sound the same? Brand storytelling is relevant to everyone who communicates on behalf of your organisation.

*This service is specifically to assist you to ensure that your team can create a brand voice that is consistent, and always sounds like your company should.*



## What is a brand narrative and tone-of-voice?



Most companies have a very well-defined corporate identity, governed by a corporate identity guideline. Fewer organisations have defined their message map, their story, narrative and then empowered all the people who communicate on their behalf, to be efficient message carriers. Consistency in tone of voice is the leading attraction in brand communication. But we have thousands of people communicating on our behalf, how can we control this?

We do this by developing guidelines, and training messengers to be certified brand ambassadors!

# Why does your organisation need this?

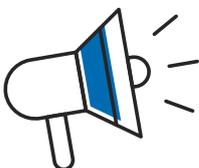
- Credible customer perception and response to messages
- Risk management
- Greater brand consistency and recognition
- Increased effectiveness & impact of marketing campaigns
- Improved retention levels of customers, and beneficial testimonials
- Higher sales and business outcomes



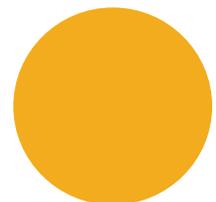
## Case Study

DevCom carried out an action research process with the University of Freestate. We identified their target audiences to build their brand narrative and tone of voice. Their Reputation Management Forum were trained. The impact increased visibility, reputation, and connectedness.

### The process



*Marvelous!*



# Here's the challenge



List all the messages and campaigns that you scheduled for the next 6 months.



Calculate how much you are going to spend.



Are you attracting your key audience?



Have you hit the crucial mark?



If not – DevCom is for you!



## Timeframe

4 - 8 weeks



## Pricing

R20 000 – R100 000

\*Pricing provided are estimate guidelines from previous projects. Each project is scoped with your customised requirements, and costs worked out accordingly.

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