

FIND
YOUR
VOICE

GUIDE TO FINDING YOUR CPG BRAND'S VOICE



It's essential to find your brand voice in order to stand out from the competition and help you connect with those who can best represent and appreciate your CPG brand.

While it may take some analysis and consideration, it is possible to identify and define your brand so that your CPG marketing can be more effective going forward.

NOT SURE WHERE TO START? USE THIS ROADMAP AS A GUIDE:

STEP
01

SURVEY EXISTING CONTENT

The first step to identifying your brand voice is to **look at your content**, especially the content that is unique from other CPG brands that make up your competition. Looking at the content, make a list of identifying features that describe your brand characteristics. You could also look at these as themes of the content.

Identify the top three characteristics or themes. For instance, if your brand makes snack cakes that tries to mimic high-end petit fours, the characteristics of your brand content might reveal the following:

- ▶ Authentic
- ▶ Classy
- ▶ Decadent

You can then add descriptive words to each of the three in order to better define them. For example, you can take the word classy and further describe it as refined, upscale, and polished. These words will give a better picture of your brand and help you target your marketing correctly.

For a high-end brand like the one described above, for instance, would you make an ad with cartoonish figures jumping around the screen? No, a better choice might be an ad reminiscent of a Food Network TV taste test with judges remarking on how fancy and delicious the snack cakes taste.



**STEP
02****CHOOSE A BRAND PERSONALITY**

Another good question to ask in defining your brand is the following: If your brand was a person, how would you describe its personality? Giving the brand personal characteristics like formal/informal, smart/simple, or emotional/intellectual can be an excellent way to determine what kind of marketing fits.

**STEP
03****DISTILL YOUR PITCH**

Once you get your brand voice defined, you can get all of your content writers and marketers on board so that everyone is on the same page. This is how you can make your brand voice more consistent over time so that it better represents who you are and want to be.

If you can describe your brand in a sentence or two, it will give your marketers and customers a way to easily identify your brand and see the vision for what it represents. This is called your pitch, and it is a valuable tool in communicating your brand message to the world.

**STEP
04****REVISE AS THE BRAND EVOLVES**

Most brands change some things about themselves as time goes by. It is wise to revisit the definition of your brand voice and make sure it still accurately conveys who the brand is and wants to be. Adjustments in the brand voice are to be expected and will help whether fine-tuning or overhauling the brand's marketing efforts.

That being said, consistency is key when it comes to your brand essence. If you pivot or change core elements too often, your consumer will not be able to keep up with what your brand truly stands for. You want consumers to consistently be reminded of the same message when they see your brand marketing.



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