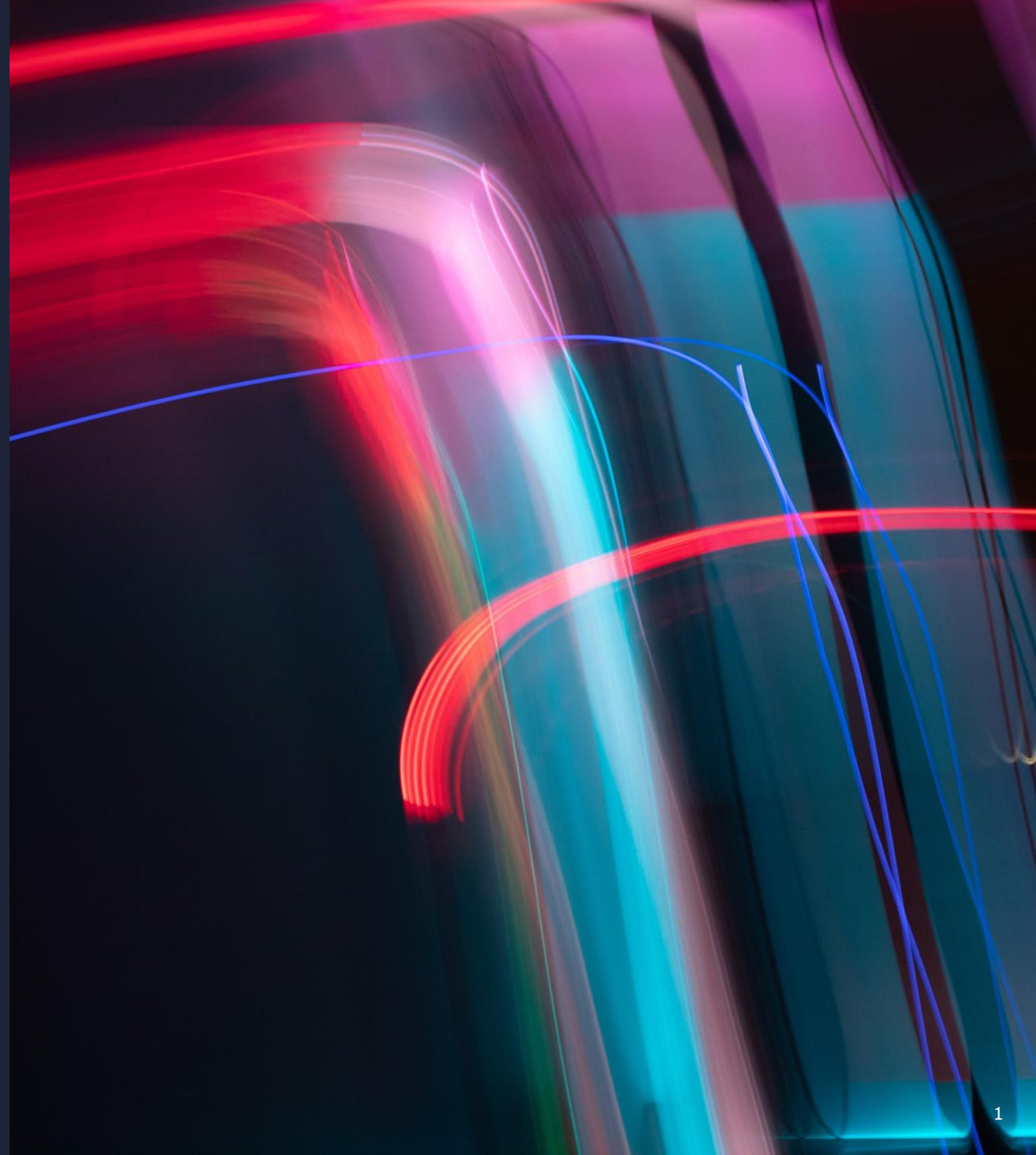


angus reid group

questions that matter

**TONE OF VOICE IN
ADVERTISING AND
COMMUNICATIONS**



Tone /tōn/

The general character or attitude of a place, piece of writing, situation, etc.

Brands and organizations need to carefully consider and calibrate the tone of their advertising, corporate communications, public relations, and identities. Tone can significantly affect how a brand or product is perceived by its target audience. The tone can also influence the overall reputation and image of the brand.

For example, if a brand uses a humorous tone in its advertising, it may be seen as approachable and relatable. On the other hand, if a brand uses a serious or formal tone, it may be seen as more professional and trustworthy.

Tone can also impact how a brand is perceived in terms of its values and personality. If a brand uses a compassionate and empathetic tone, it may be seen as caring and socially responsible. Conversely, if a brand uses a tone that is aggressive or insensitive, it may be perceived negatively by its audience.

Why is **tone** especially important today?

Increased scrutiny and sensitivity:

Today, there is increased scrutiny and sensitivity around issues related to diversity, equity, and inclusion. Brands need to be mindful of the tone they use in their communications and ensure it is respectful and inclusive of all individuals.

Changing consumer expectations:

Consumers today expect brands to be more transparent, authentic, and responsible in their communications. Using a tone that aligns with these expectations can help build trust and credibility with consumers.

Social media amplification:

With the proliferation of social media, it is easier for brands to communicate with their audience, but it is also easier for their messages to be amplified and potentially misconstrued. Brands need to be careful about the tone they use in social media communications to avoid any negative backlash.

Political and social issues:

The current political and social climate can be volatile, and brands need to be aware of the tone they use when addressing sensitive issues. Using a tone that is inappropriate or insensitive can lead to negative consequences for the brand.

Methodology

Study: These are the findings of three omnibus surveys, in which a nationally representative sample of Canadians were asked for their preferred medium and tone of advertising from companies in a variety of major sectors/industries.

Sample:

October 11th Omnibus:
N=1,514 Canadians

October 31st Omnibus:
N=1,515 Canadians

November 4th Omnibus:
N=1,502 Canadians

Each wave is a nationally representative sample, balanced and weighted on age, gender, region and education. For comparison purposes only, a sample of this size would yield a margin of error of +/- 2.5 percentage points at a 95% confidence level.

Field Window:

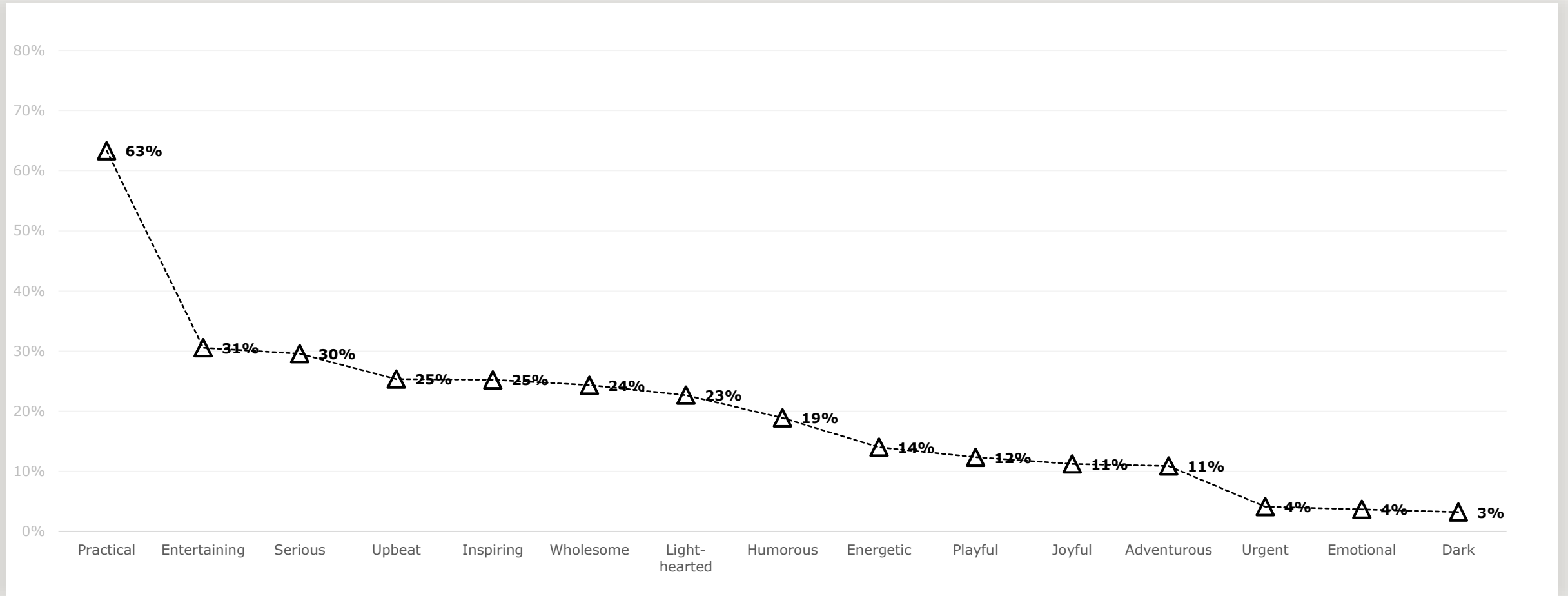
October 11 – November 8,
2022

When companies are messaging and advertising to you about their products and services...

- 1) What should their tone of communication be?**
- 2) What communication type should they use?**

Desired Tone of Advertising Messaging

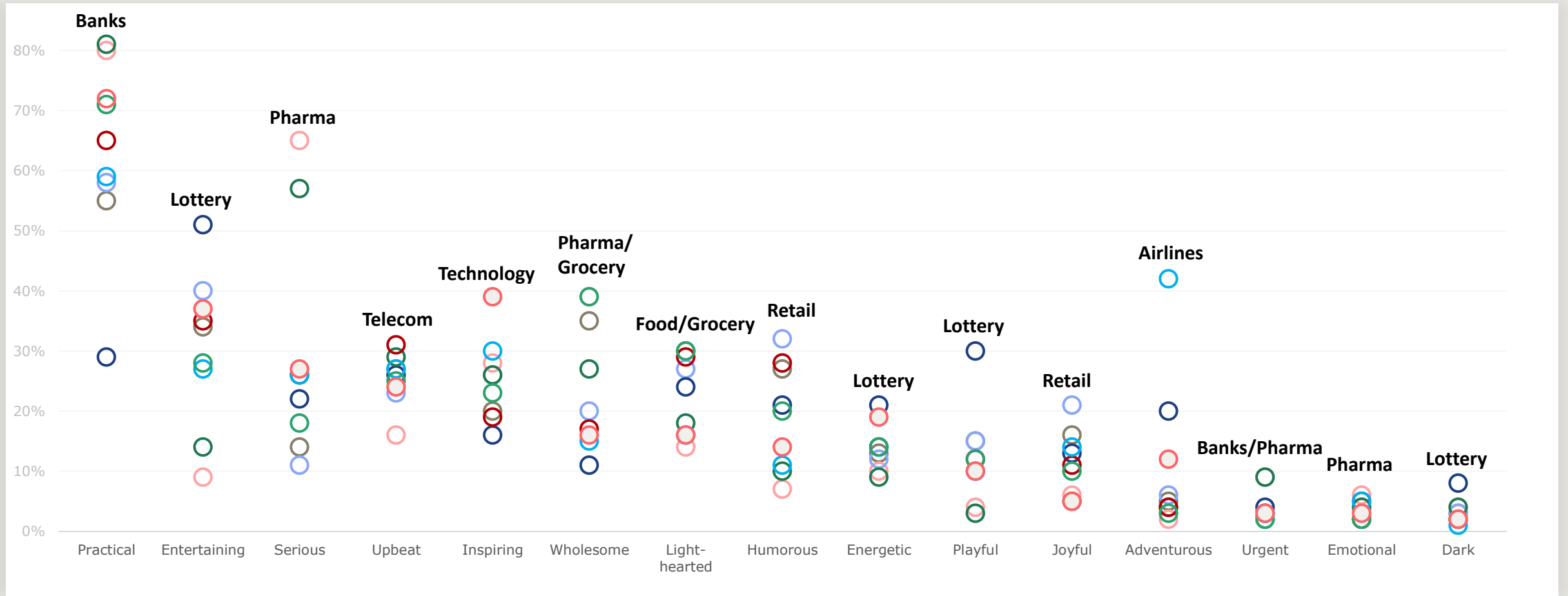
Cross-Sector Average



Legend  Cross-Sector Average

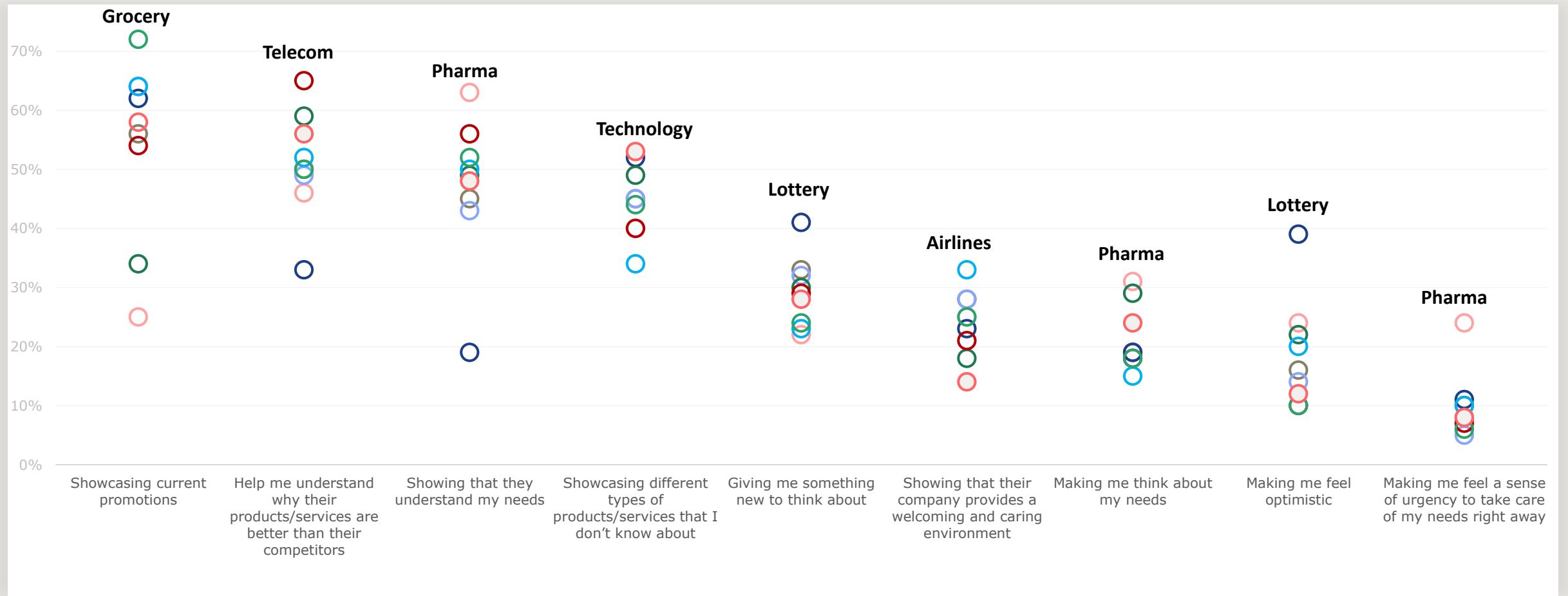
Desired Tone of Advertising Messaging

By Industry/Sector



Desired Type of Advertising Communications

By Industry/Sector



Legend



FOOD



PHARMA



RETAIL



LOTTERY



BANKS



TELECOM



AIRLINES



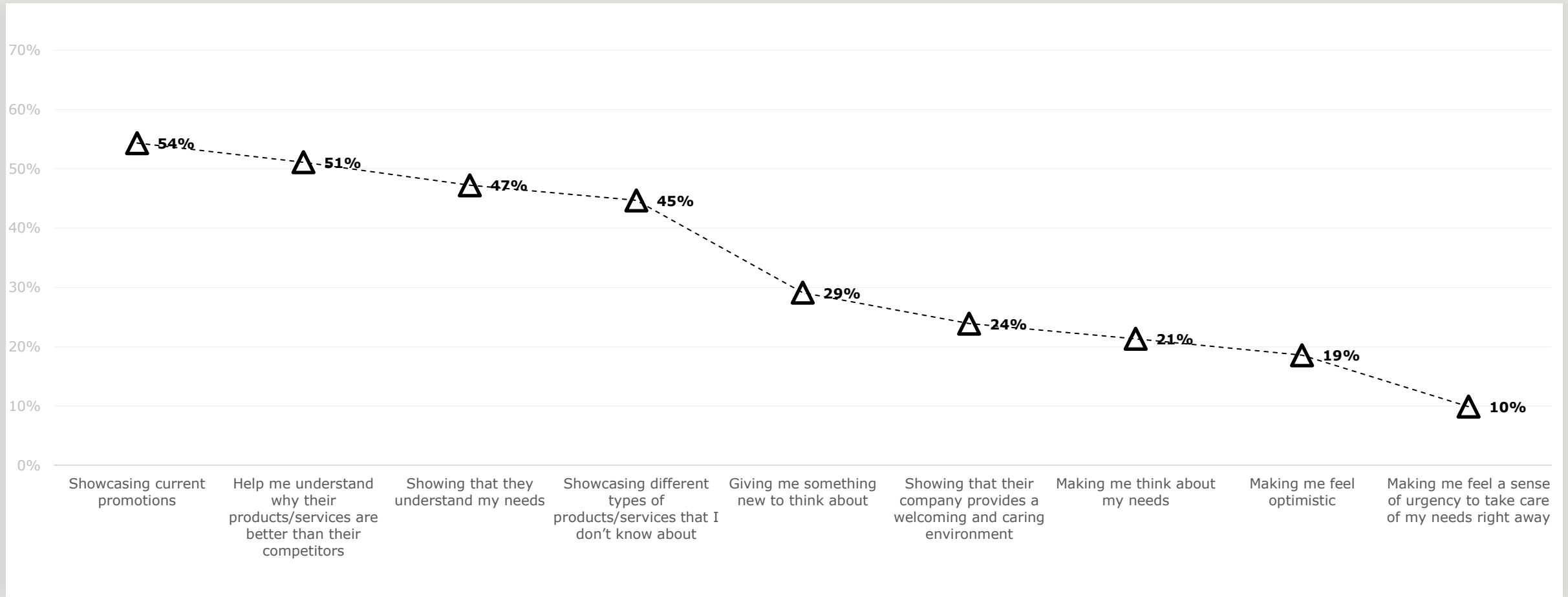
GROCERY



TECHNOLOGY

Desired Type of Advertising Communications

Cross-Sector Average



Legend  Cross-Sector Average

| Key Takeaways

WHAT YOU NEED TO KNOW

Advertising can contain many messages, but there are 4 key messages that are far more likely to cut through and resonate with consumers:

- What's the promotion – is there value, whether in volume or price, here for me?
- Why is what you are telling me about better than what your competition is doing?
- Can you meet my needs?
- Is this something I need to know about, but don't currently do?

Although this is at the holistic level, there is a great deal of spread with how consumers see the messages that certain sectors should communicate. For example, grocery stores are “permitted” to showcase current promotions, but that isn't extended to pharma. There are many differences, as should be expected, across the range of sectors that consumers evaluated.



| Key Takeaways (2)

WHAT YOU NEED TO KNOW

On the flip side, what consumers really aren't looking for is the "now, now, now" approach, so deadlines just don't resonate. That said, this is more welcomed by consumers for messages from Pharma, indicating that consumers are indeed discerning when evaluating the messages across the variety of industries.

How should these messages be communicated? The overwhelming tone these messages need to set is practical; it needs to make the point that what is being sold can be utilized within the consumer's life. Outside of being practical, the other clear considerations are a mixture of being entertaining, serious, upbeat and inspiring. Again there is spread across industries, demonstrating that what is good for one industry isn't necessarily good for another.

The tone that consumers generally aren't looking for in advertising is dark, urgent or emotional appeals. And this is generally consistent across all industries, with minimal perceptual differences with how consumers view these tones, regardless of the industry that are evaluating.

What's the takeaway? There is no one size fits all approach; sectors need to consider not just what the message needs to be, but the tone of how its communicated, and these are sector dependent.

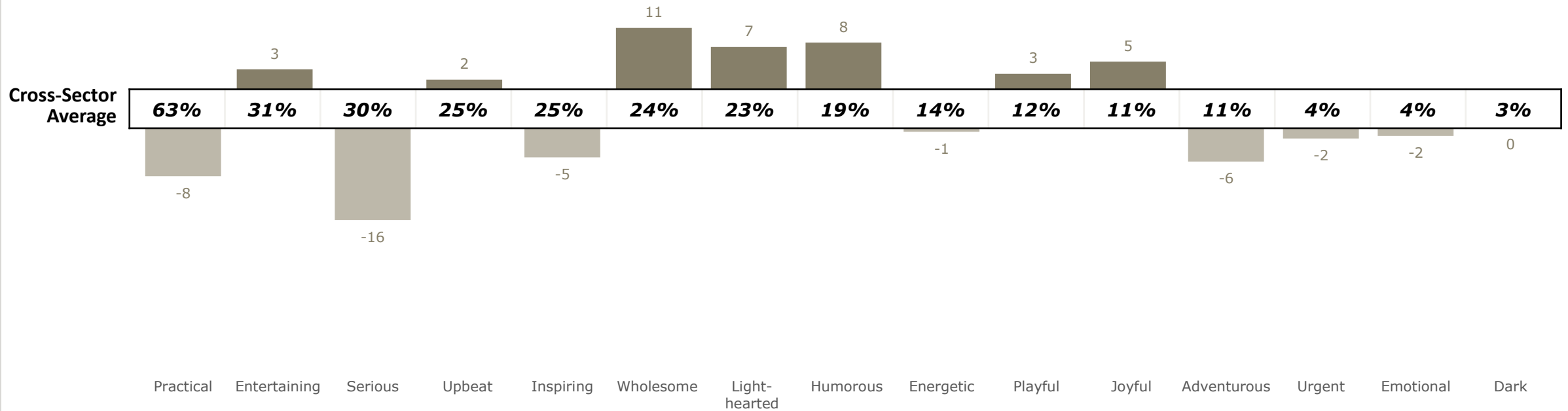
FOOD SECTOR: Desired Tone of Advertising Messaging

Food Sector vs. Cross-Sector Average



FOOD SECTOR

Average Difference from Cross Sector Average:
+/- 5.3 percentage points



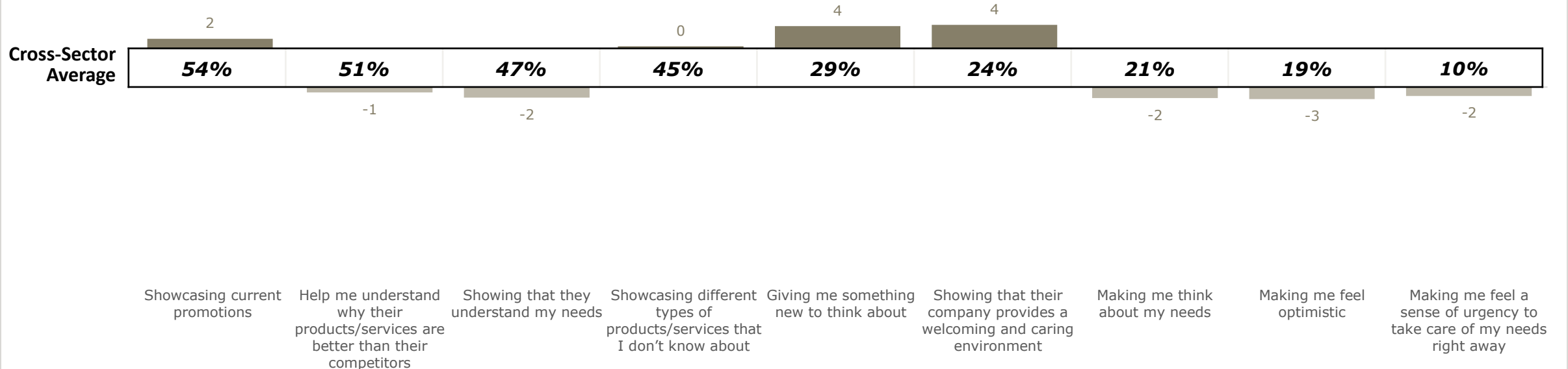
FOOD SECTOR: Desired Type of Advertising Communications

Food Sector vs. Cross-Sector Average



FOOD SECTOR

Average Difference from Cross Sector Average:
+/- 2.2 percentage points



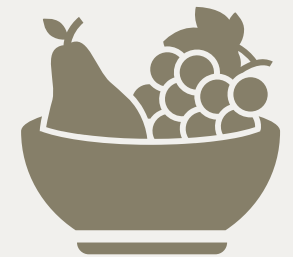
Food Sector: Key Takeaway

WHAT YOU NEED TO KNOW

When evaluating messages that the food sector should communicate, the messages that are most desired generally follow the industry average, with minimal differences across the board. When messaging about the food sector, consumers are looking for advertising that:

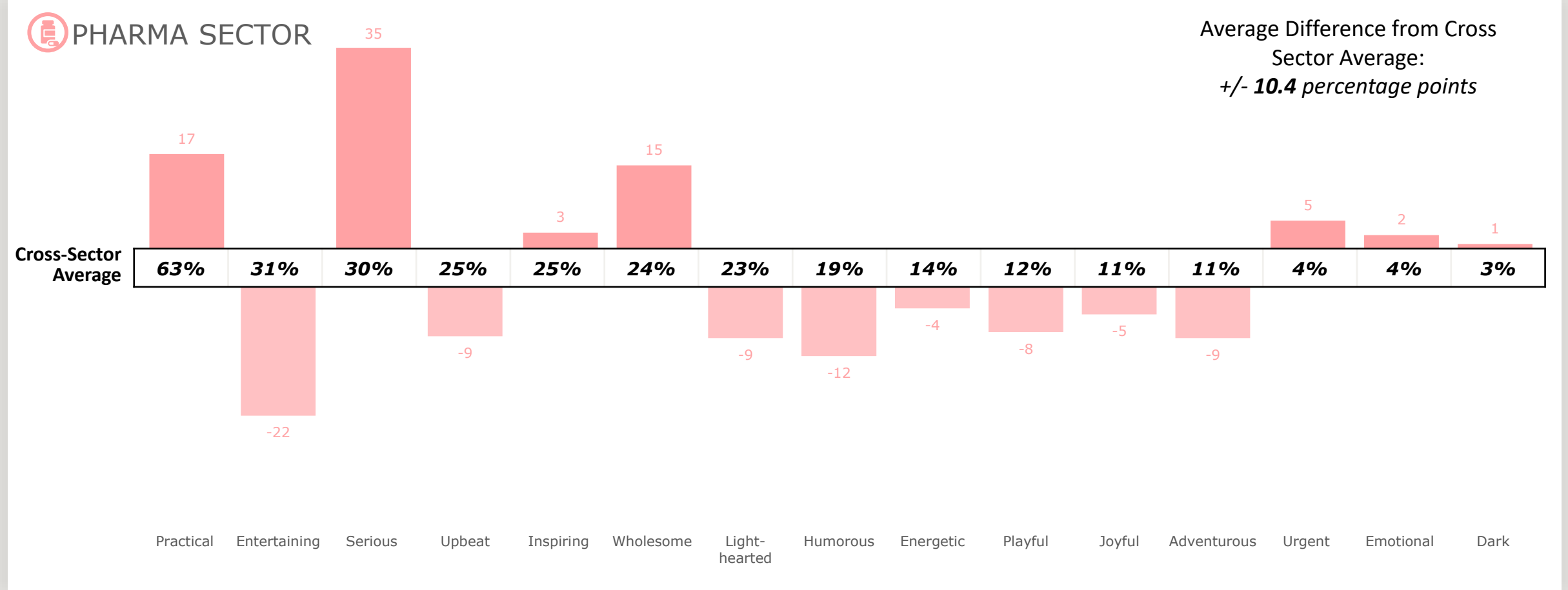
- Showcases current promotions
- Helps them understand why the product is better than the competition
- Demonstrating it meets their needs
- Provides education about products they didn't know about

The tone of these messages again need to be overwhelmingly practical, similar to the industry average. But after that, the food sector is looking for different tones, such as wholesome, entertaining, upbeat, light hearted and humorous.



PHARMA SECTOR: Desired Tone of Advertising Messaging

Pharma Sector vs. Cross-Sector Average



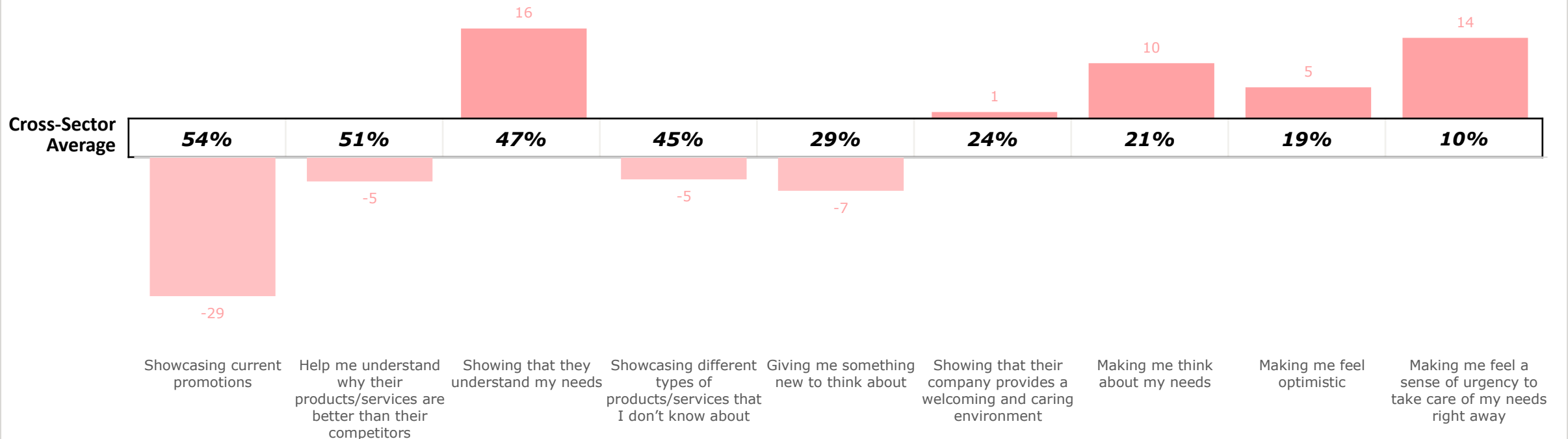
PHARMA SECTOR: Desired Type of Advertising Communications

Pharma Sector vs. Cross-Sector Average



PHARMA SECTOR

Average Difference from Cross Sector Average:
+/- 10.2 percentage points



PHARMA SECTOR:

Key Takeaway

Desired advertising for the Pharma sector is very different when compared to other industries, and experiences the greatest variance from the industry averages. The very clear message the Pharma sector needs to communicate is that it understands the needs of the consumers; consumers are far less likely to want messages showcasing current promotions, competitive messaging or education.

The tone of these messages vary considering the category; whilst the practical, serious and wholesome tones need significant dialling up, many other tones need to be significantly muted, including entertaining, upbeat, light-hearted and humorous.

Of all sectors, the Pharma sector is the one that requires the greatest degree of customisation.



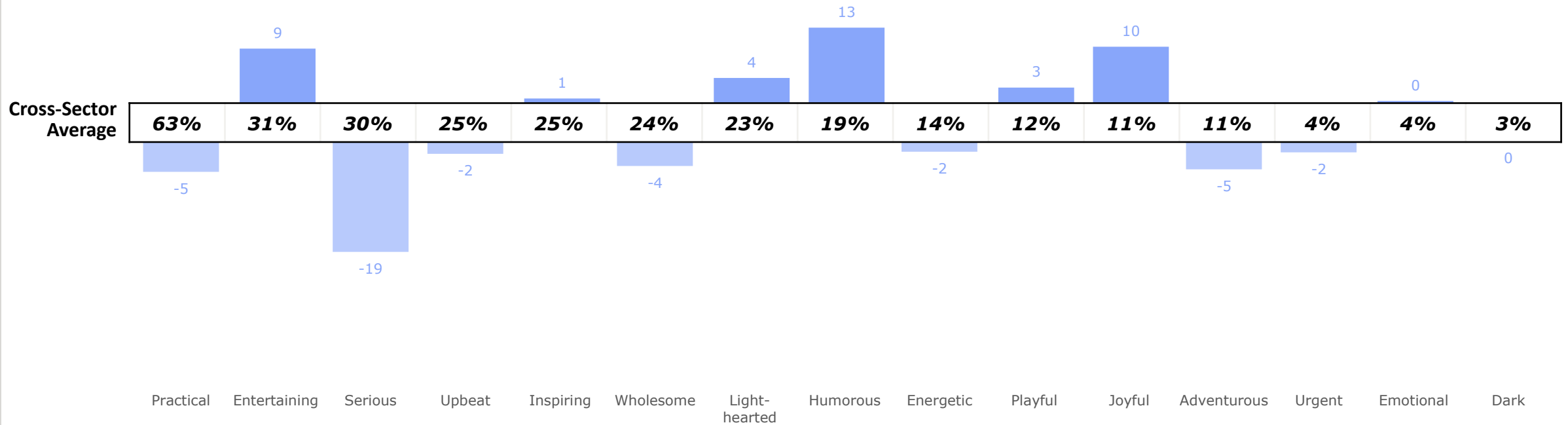
RETAIL SECTOR: Desired Tone of Advertising Messaging

Retail Sector vs. Cross-Sector Average



RETAIL SECTOR

Average Difference from Cross Sector Average:
+/- 5.3 percentage points



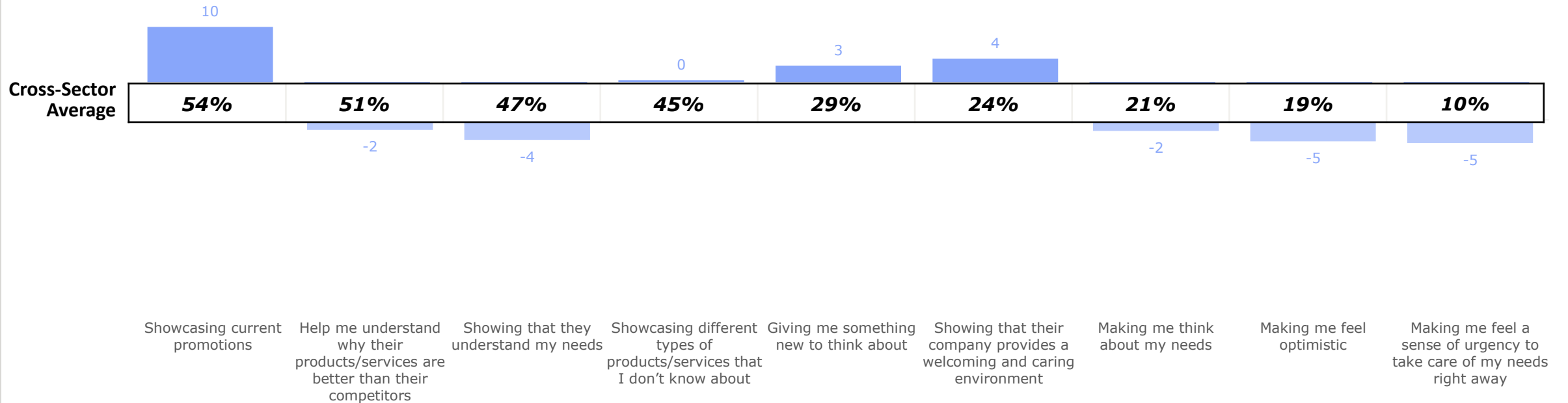
RETAIL SECTOR: Desired Type of Advertising Communications

Retail Sector vs. Cross-Sector Average



RETAIL SECTOR

Average Difference from Cross Sector Average:
+/- 3.9 percentage points



RETAIL SECTOR:

Key Takeaway

When evaluating messages that the retail sector should communicate, the messages that are most desired generally follow the industry average, with minimal differences across the board. When messaging about the retail sector, consumers are looking for advertising that;

- Showcases current promotions (+10% greater than the industry average)
- Helps them understand why the product is better than the competition
- Demonstrating it meets their needs
- Provides education about products they didn't know about



The tone of these messages again need to be overwhelmingly practical, similar to the industry average. But after that, the retail sector should be using different tones, such as entertaining, and humorous. The retail sector needs to avoid the serious tones, as these are not desired by consumers.

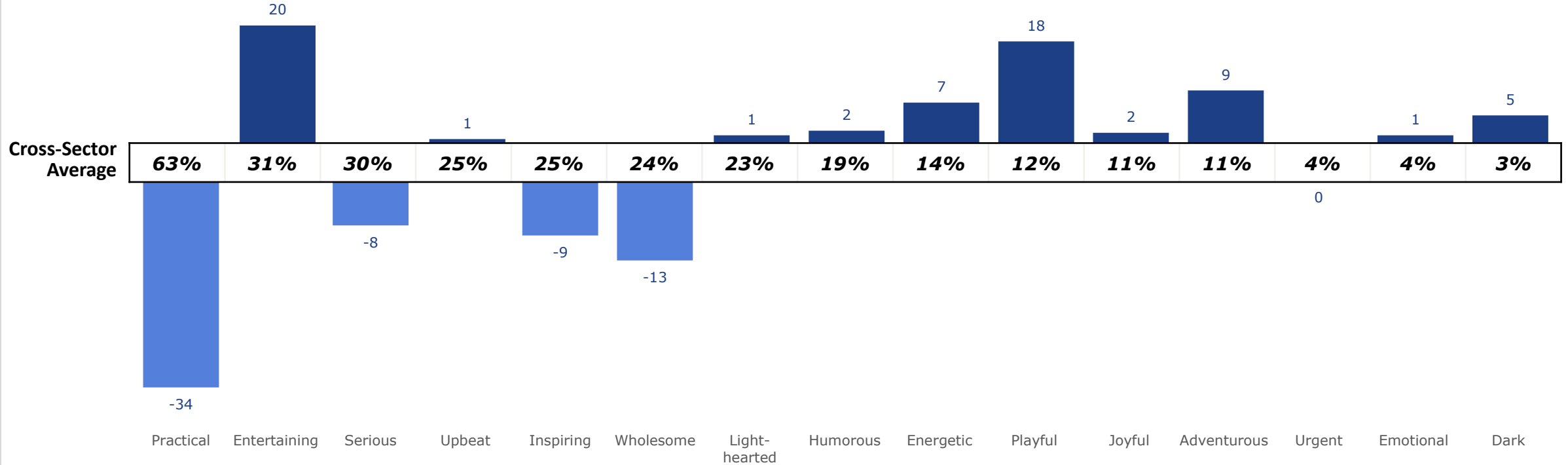
LOTTERY SECTOR: Desired Tone of Advertising Messaging

Lottery Sector vs. Cross-Sector Average



LOTTERY SECTOR

Average Difference from Cross Sector Average:
+/- 8.7 percentage points



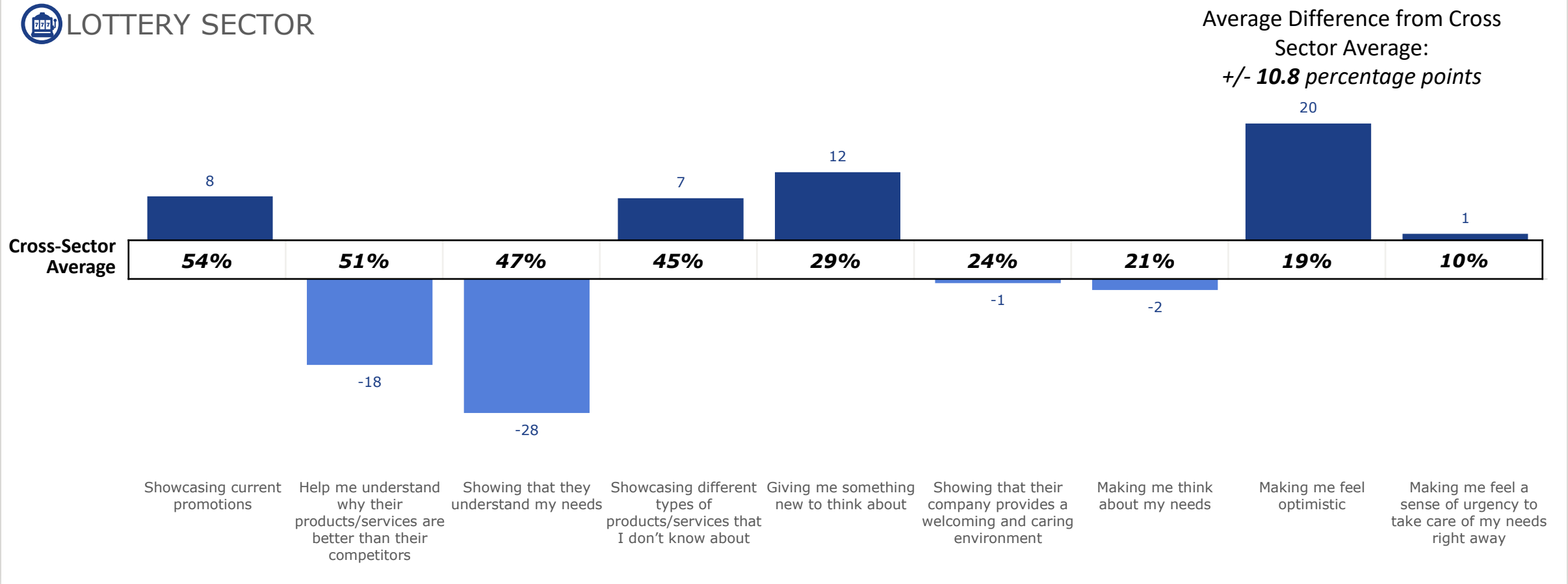
LOTTERY SECTOR: Desired Type of Advertising Communications

Lottery Sector vs. Cross-Sector Average



LOTTERY SECTOR

Average Difference from Cross Sector Average:
+/- 10.8 percentage points



LOTTERY SECTOR:

Key Takeaway

When evaluating messages that the lottery sector should communicate, the messages that are most desired generally differ from the industry average. When messaging about the lottery sector, consumers are looking for advertising that:

- Showcases current promotions
- Helps me feel optimistic
- Provides education about products they didn't know about
- Due to the non-competitive component of lottery, having messages that showcase advantages to the competition or understanding needs won't resonate; players understand its about the dream.



The tone of these messages really need to be entertaining and playful, which is remarkably different from other categories. Lottery should also dial down tone on serious, inspiring and wholesome. The positive adventurous / optimistic vibe will likely resonate the greatest.

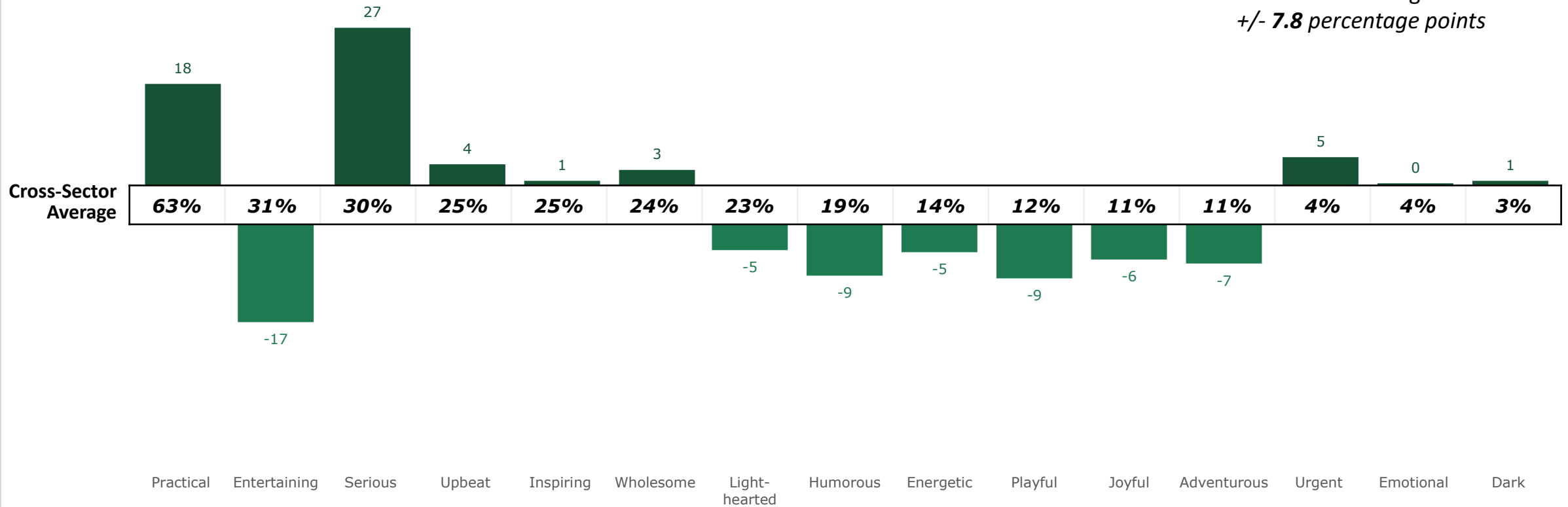
BANKING SECTOR: Desired Tone of Advertising Messaging

Banking Sector vs. Cross-Sector Average



BANKING SECTOR

Average Difference from Cross Sector Average:
+/- 7.8 percentage points



BANKING SECTOR:

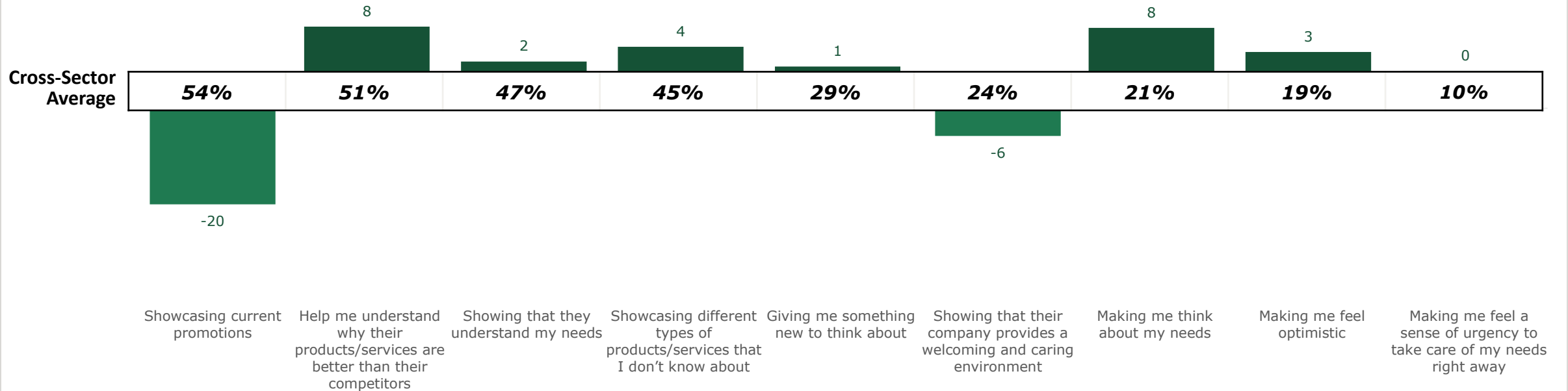
Desired Type of Advertising Communications

Banking Sector vs. Cross-Sector Average



BANKING SECTOR

Average Difference from Cross Sector Average:
+/- 5.8 percentage points



Banking Sector: Key Takeaway

When evaluating messages that the banking sector should communicate, the messages that are most desired generally differ from the industry average. When messaging about the sector, consumers are looking for the banking sector to message around:

- Helping people understand what they offer is better than the competition
- Showing they understand their needs
- Showcasing different products they aren't aware of
- Showcases current promotions
- Having messages that showcase current promotions aren't necessarily desired, likely due to the heavy switching costs within the industry.



The desired tone of these messages really needs to be practical and serious. Consumers are not looking for the tone to be entertaining at all. In fact when compared to the sector averages across all industries, the desired tone for banking really needs to be dialled back on light hearted, humorous, energetic, playful, joyful and adventurous.

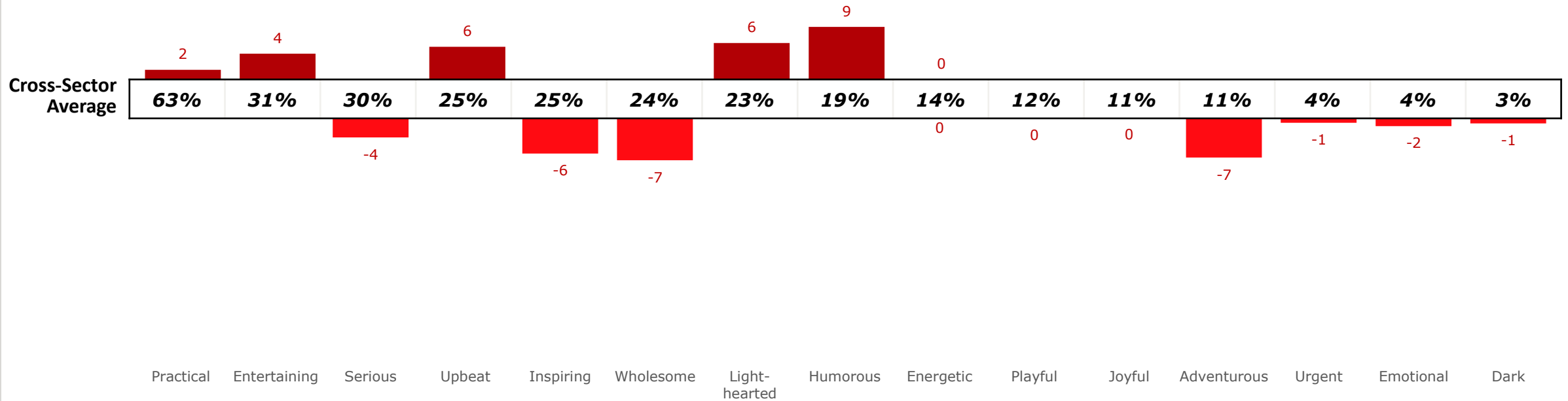
TELECOM SECTOR: Desired Tone of Advertising Messaging

Telecom Sector vs. Cross-Sector Average



TELECOM SECTOR

Average Difference from Cross Sector Average:
+/- 3.7 percentage points



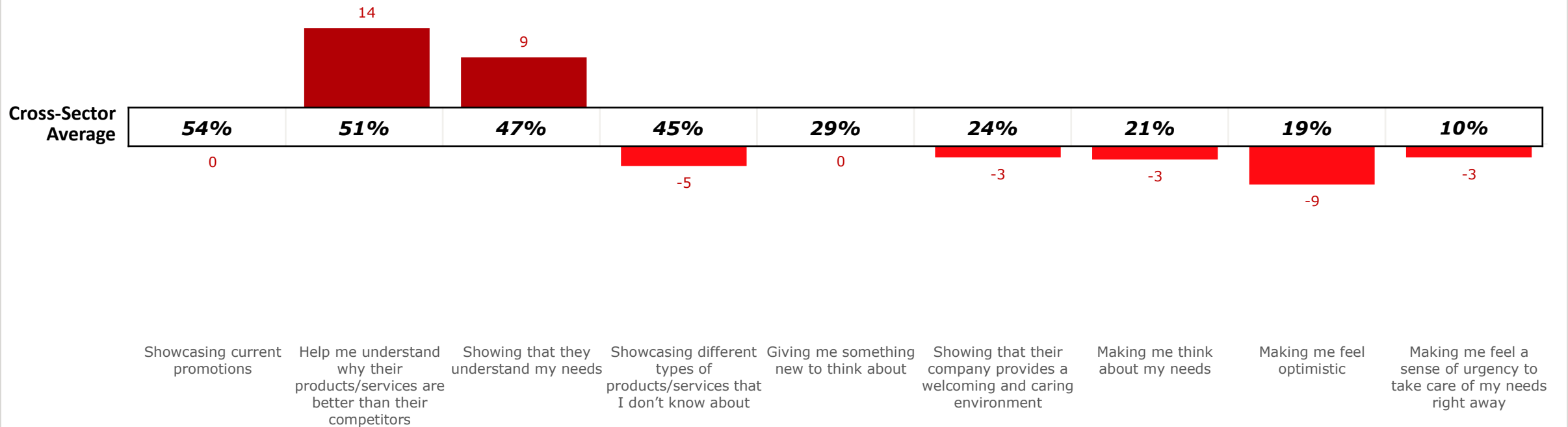
TELECOM SECTOR: Desired Type of Advertising Communications

Telecom Sector vs. Cross-Sector Average



TELECOM SECTOR

Average Difference from Cross Sector Average:
+/- 5.1 percentage points



TELECOM SECTOR:

Key Takeaway

When evaluating messages that the telecom sector should communicate, the messages that are most desired should be around:

- Helping people understand what they offer is better than the competition
- Showing they understand their needs
- Showcasing current promotions

The desired tone of these messages really needs to be practical. Other tones that are desired from the telecom sector include entertaining, upbeat, light hearted and serious. When compared to the sector averages across all industries, the desired tone for telecom really needs to be dialled back on serious, inspiring, and wholesome.

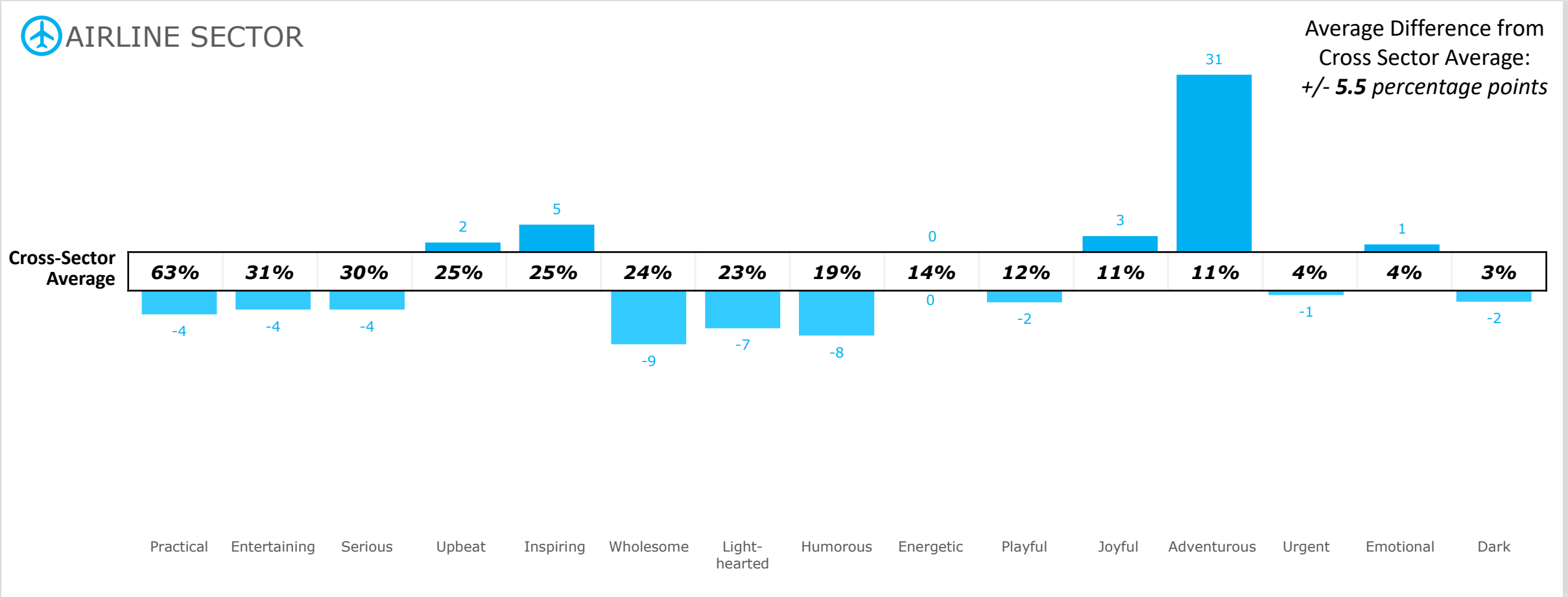


AIRLINE SECTOR: Desired Tone of Advertising Messaging

Airline Sector vs. Cross-Sector Average

 AIRLINE SECTOR

Average Difference from
Cross Sector Average:
+/- 5.5 percentage points

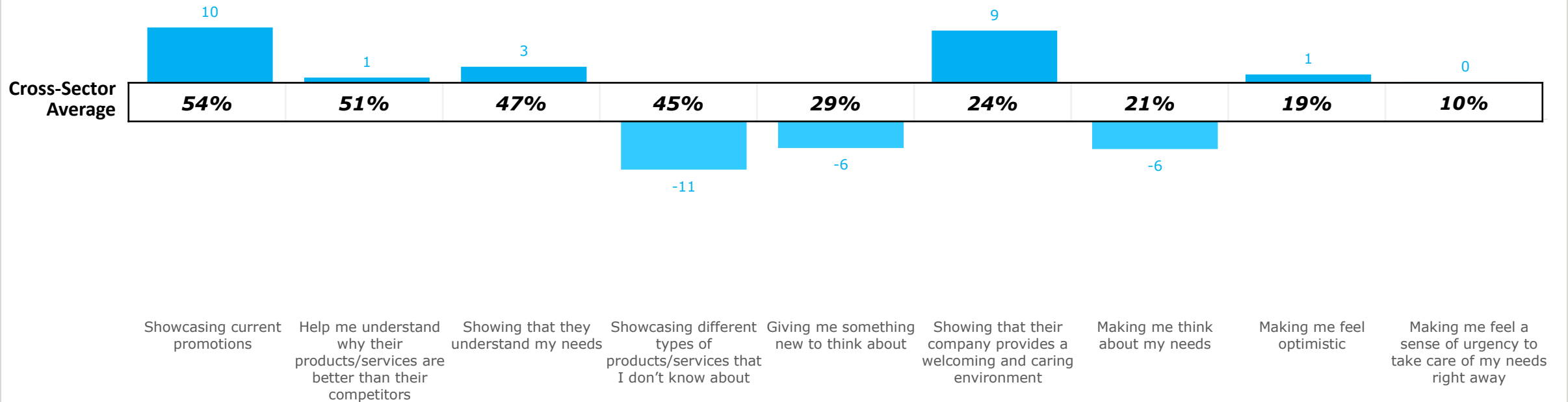


AIRLINE SECTOR: Desired Type of Advertising Communications

Airline Sector vs. Cross-Sector Average

 AIRLINE SECTOR

Average Difference from Cross Sector Average:
+/- 5.2 percentage points



AIRLINE SECTOR:

Key Takeaway

When evaluating messages that the airline sector should communicate, the messages that are most desired are generally similar to the average across all sectors. When messaging about the sector, consumers are looking for the airline sector to message around:

- Showcases current promotions
- Helping people understand what they offer is better than the competition
- Showing the airline sector understands consumer needs
- Although not as important, there is a desire that the message highlights a caring and welcoming environment.

The desired tone of these messages really needs to be practical, like most sectors, but the key area of difference for the sector is around adventurous, where it is almost 3x that of the industry average, so dialling that up will definitely resonate. Other tones are very much in line with the industry average.



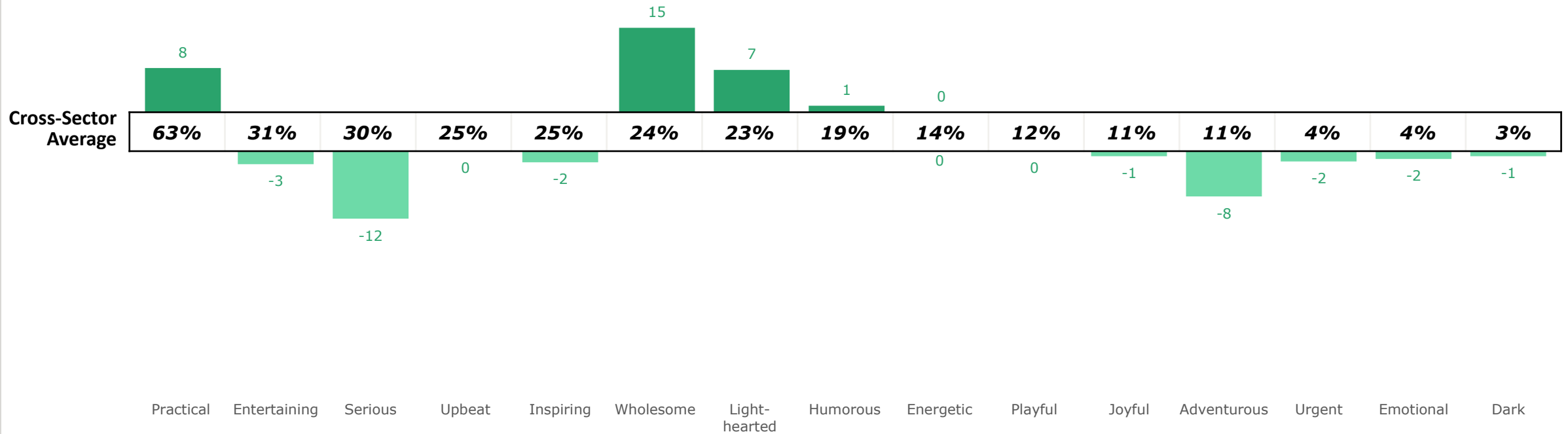
GROCERY SECTOR: Desired Tone of Advertising Messaging

Grocery Sector vs. Cross-Sector Average



GROCERY SECTOR

Average Difference from Cross Sector Average:
+/- 4.1 percentage points



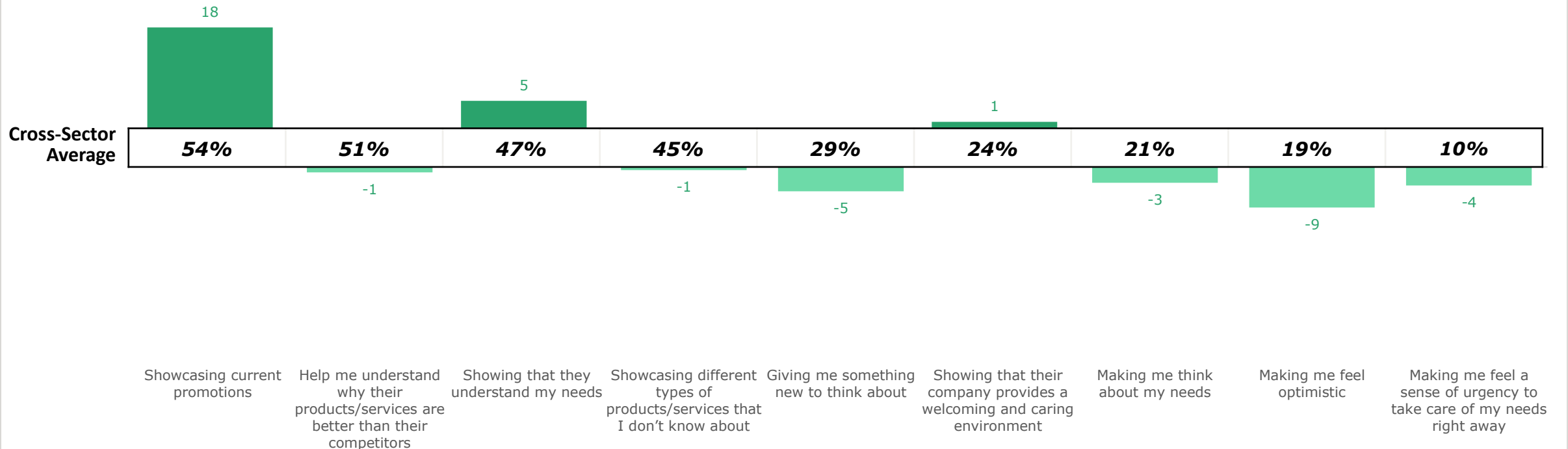
GROCERY SECTOR: Desired Type of Advertising Communications

Grocery Sector vs. Cross-Sector Average



GROCERY SECTOR

Average Difference from Cross Sector Average:
+/- 5.2 percentage points



GROCERY SECTOR:

Key Takeaway

When evaluating messages that the grocery sector should communicate, there is one key message that is desired; what is the current promotion. After that, the messages are generally in line with the industry averages:

- Helping people understand what they offer is better than the competition
- Showing they understand consumer needs

The desired tone of these messages really needs to be practical, like most sectors. However, there are a few areas where the grocery sector can dial up certain tones, including wholesome, and light-hearted. Areas that need to be dialled back include serious and adventurous.



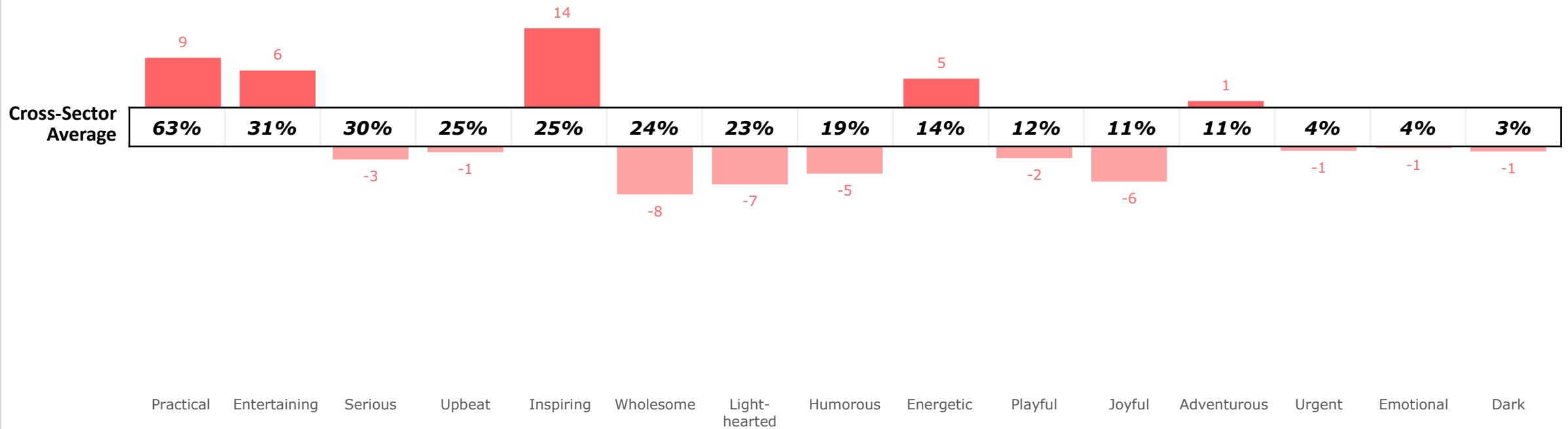
TECHNOLOGY SECTOR: Desired Tone of Advertising Messaging

Technology Sector vs. Cross-Sector Average



TECHNOLOGY SECTOR

Average Difference from Cross Sector Average:
+/- 4.7 percentage points



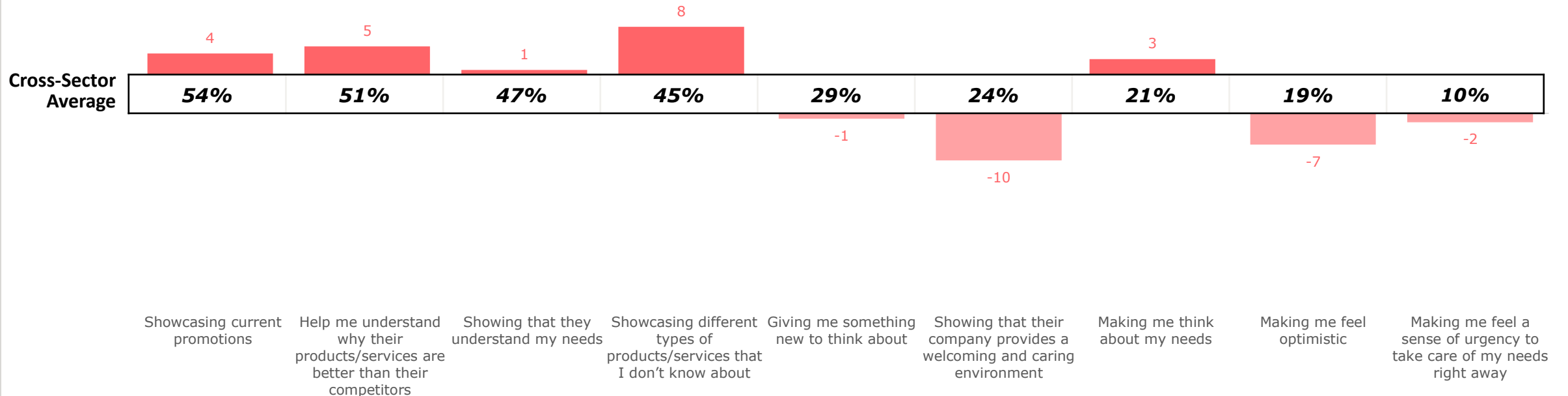
TECHNOLOGY SECTOR: Desired Type of Advertising Communications

Technology Sector vs. Cross-Sector Average



TECHNOLOGY SECTOR

Average Difference from Cross Sector Average:
+/- 4.6 percentage points

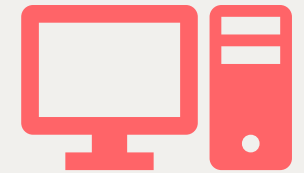


TECHNOLOGY SECTOR:

Key Takeaway

When evaluating messages the technology sector should communicate, there are four key messages to get across:

- Showcasing current promotions
- Helping people understand around what they offer is better than the competition
- Showing they understand their needs
- Educating consumers around things they didn't know about



The desired tone of these messages really needs to be practical, like most sectors. However, there are a few areas where the technology sector can dial up certain tones, including entertaining, inspiring and energetic. Where technology consumers are looking for the tone to be dialled back is in the areas of wholesome, light-hearted, humorous, and joyful.

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questions that matter

Questions that matter.
Answers that count.

HELLO@ANGUSREID.COM