

Science Group tone of voice:

Our tone of voice principles track our brand personality.

They are:

- Clear
- Engaging
- Impactful

Science Group tone of voice:

Tone of voice principles: clear

- We use language precisely and succinctly – making sure advantages and disadvantages are clear.
- We cut through complexity, speaking with authority and confidence.
- We talk about issues realistically – we don't exaggerate or overstate.
- We act transparently and speak openly.

Key qualities: Effective Succinct Realistic Transparent

Science Group tone of voice:

Tone of voice principles: clear

Do:

- Be precise. Using words sparingly is more effective and easier to read.
- Use simple, everyday words wherever possible – ‘buy’ not ‘acquire’, ‘find out’ not ‘ascertain’.
- Ensure technical language is used appropriately – we shouldn’t dumb-down but we must be clear.
- Start with what’s crucial. It’s much more effective than burying relevant facts beneath masses of text.
- Link facts and arguments in a logical and clear order.
- Read what you write out loud: if it sounds dull and complicated to you, it will to everyone else. Re-write it.
- Edit. Ruthlessly.

Don’t:

- Make unrealistic claims or overstate accomplishments.
- Overwhelm with unnecessary detail or verbal padding like ‘in the meantime’ or ‘before we come to that’.
- Tell people what they already know, or what you presume they know: find out.
- Pack too many ideas into one piece – confused people won’t hear what you’re saying.
- Over-punctuate. Too much confuses.
- Over-explain. If it’s not clear the first time, re-write rather than add.

Science Group tone of voice:

Tone of voice principles: engaging

- Our language is direct and active.
- Our tone is accessible, using dynamic but grounded language.
- We pose questions, initiate conversations and show that we listen.
- We are optimistic and enthusiastic, believing clients will benefit from what we do.
- Quick to get to the point, quick to explain, we don't waste words (or our clients' time).

Key qualities: Vibrant Direct Personal Connected

Science Group tone of voice:

Tone of voice principles: engaging

Do:

- Use active not passive constructions – ‘we know’ not ‘it is known’.
- Be personal – use ‘ours’ and ‘yours’.
- Pose interesting/insightful questions to invite a response and engage with people.
- Use a wide range of verbs and adjectives to create energy.
- Use simple metaphors and analogies if they help to deliver understanding, but do so sparingly.
- Vary the length of sentences to give your writing rhythm and pace.
- Make it clear what you want people to do. Include a call to action or an invitation to respond – it will help to engage your audience.

Don't:

- Dwell too much on the past – use it to provide a context for future plans and outcomes.
- Use bland language or anodyne terms, especially in headlines.
- Try to sound impressive for the sake of it – always go for the simpler word.
- Be too formal in every instance. Informal constructions like ‘you’re’, and ‘we’re’ are fine mixed with formal constructions like ‘you are’ and ‘we are’. The more formal approach can be used to add emphasis to particular points, while the informal alternative will feel more engaging. A mix of both adds interest and texture.

Science Group tone of voice:

Tone of voice principles: impactful

- We talk about the problems we are solving and the difference we've made – not how clever we are.
- We focus on the total value we've delivered for our clients, thinking about genuine commercial impact not just technical features.
- Our language is precise and factual, referencing tangible results as often as possible.
- We're consistently insightful, sharing ideas to show the value we can bring.

Key qualities: Commercial Precise Factual Insightful

Science Group tone of voice:

Tone of voice principles: impactful

Do:

- Be specific about what we did for a client. So rather than writing, 'we helped BP transform their Arctic drilling operations by offering these services', say 'we advised BP on how to make their Arctic drilling operations ten times safer than the industry standard, whilst increasing capacity by 30%.'
- Use simple sentence constructions with minimal punctuation. The more direct we are the clearer the benefits will be.
- Be precise. Using words sparingly is more considerate, effective and better to read. And it shows we know what we're talking about.
- Give insight not just information.

Don't:

- Concentrate on the processes, techniques and technology (how we create value), over the positive impacts we make.
- Rely too much on past achievements, use them for context and move on.
- Just explain the 'what', always explain the 'why' – it will help us demonstrate how we make a difference more effectively than simply asserting it.

Science Group tone of voice:

Tone of voice principles: example 1

Before:

Sagentia is recognised by leading consumer companies for consistently delivering breakthrough innovation. We do this by combining science and engineering expertise with market research to develop novel products that deliver commercial value and meaningful consumer experiences.

Currently much of our work is focused on the personal care & beauty, household and food & beverage categories. Clients include companies such as Beiersdorf, Unilever, Vodafone, PepsiCo, Four Square (Mars), and Francotyp-Postalia.

Success requires capturing consumer insight and integrating market needs into concept scenarios using simple technology options that deliver portfolio growth. Our end-to-end offering means that we are well placed to help with these activities.

After:

We're known in the consumer sector for consistently delivering the kind of breakthrough innovation that creates real value for our clients.

Currently, we're working in close collaboration with R&D teams in the personal care & beauty, household and food & beverage categories. Our clients include Beiersdorf, Unilever, Vodafone, PepsiCo, Four Square (Mars), and Francotyp-Postalia.

Our approach combines science and engineering expertise with a deep understanding of consumer and market needs. It's an end-to-end service that creates products consumers love using and a clear return on your R&D investments.

Notes:

- This piece is now active, direct and personal.
- All unnecessary detail has been removed. We can add more depth later in the site. Keeping things shorter increases impact.
- In the context of our website we don't need to use the full company name, which makes the opening more involving.
- 'We're known for' is more informal and direct than 'recognised by'.
- There's no need to say 'leading companies' because we list the obviously world-class clients later.
- 'Close collaboration' in the second paragraph reflects our style of working, making the list of categories more engaging.
- The phrase 'people love using' – is emotive and suitable for products aimed at a consumer audience.
- We've added competitive words to describe what we do – for example, 'real' value for our clients.
- The key commercial benefit is highlighted at the beginning of the piece and reinforced at the end.
- The use of 'we' and 'our' throughout makes the piece more engaging. 'Your' in the final sentence makes the close more personal and direct.

Science Group tone of voice:

Tone of voice principles: example 2

Before:

In today's business environment, technology grows at an incredible pace. In the face of increasing competition, getting a clear view of the technology landscape, and quickly, is essential. At Oakland we have access to a strong knowledge network, and we have developed methodologies that we apply to the intelligence we source, resulting in an accurate picture of product and technology landscapes. We search beyond what's publicly available to build insights that are relevant today and into the future.

After:

For our clients, technology offers both an exciting opportunity and a daunting challenge.

The sheer pace of change makes it difficult for any business to keep track of new developments, let alone see the potential applications.

Our simple goal is to help you understand where new technology can give you a clear commercial advantage.

Drawing on a global knowledge network, we've found smart ways to harness specialist market intelligence and deep scientific expertise. The output is clear, actionable insights, that inform your current decisions and underpin future strategy.

Notes:

- The new copy begins by setting out the challenge technology presents our clients – critically from their perspective.
- Use of 'daunting challenge' and 'let alone' increases empathy and gives a clear sense that we are there to support them. That feeling is reinforced with 'Our simple goal is to help you'.
- Creating returns for the client is more powerful than acknowledging increased competition, so we spell that out with 'give you a clear commercial advantage'.
- 'Smart ways' simplifies 'we have developed methodologies'. Likewise, 'an accurate picture of product and technology landscapes' becomes 'clear, actionable insights'.
- The point about 'what's publicly available' raises more questions than it answers. Keeping things simpler makes the message more engaging
- Breaking the text up into four shorter paragraphs improves readability and increases impact.
- The use of 'we', 'our' and particularly 'you' throughout the piece makes it more engaging.

Science Group tone of voice:

Tone of voice principles: example 3

Before:

In a market as technically and geographically diverse as the oil and gas sector, keeping up to date with the latest technological developments and commercial trends can be a significant challenge. With frequent and direct interaction with thousands of operators, service companies, technology vendors and investors worldwide, OTM is well placed to assist clients in identifying technological opportunities and threats for their businesses.

After:

In a market as diverse and demanding as oil and gas, understanding the benefits and implications of new technology is a significant business challenge.

With a vast network of global expertise to draw on, the market intelligence we extract is robust, relevant and rich in insight. Carefully aligned to your specific priorities, it helps you identify commercial opportunities and potential business threats.

Notes:

- This example is business-like and direct – reflecting our culture and the needs of the oil and gas sector.
- Changing, ‘technically and geographically diverse’ to ‘diverse and demanding’ creates a stronger opening and avoids repetition of technically with technology. ‘Demanding’ also shows empathy with our clients.
- ‘Benefits and implications of new technology’ is more succinct and commercially focused than ‘keeping up to date with the latest technological developments and commercial trends’.
- Listing all of the sources of insight is tiring to read and better summarised as a ‘vast network of global expertise’.
- Terms like ‘extract’ and ‘rich in’ reflect the sector and subtly reinforce our market expertise.
- ‘Your specific needs’ and ‘helps you identify’ make the piece more involving.
- The commercial impact we deliver for our clients is introduced in the first sentence and reinforced in the last.