

Brand Voice.

A company's Brand Voice guides all the written copy, including websites, social media, emails, packaging and all printed collateral. Defining the Maggie Louise Confections voice is important for a few reasons. First, it ensures our written communications are as deliberately evocative of who we are as our visuals. Second, it sets us apart from our competitors and gives all who encounter us a good sense of what we stand for. And lastly, use of a consistent voice builds trust and a deeper connection with our clients.

Maggie Louise Confections

Everyone who writes an email or picks up the phone for Maggie Louise Confections needs to be a shining example of who we are. Our clients believe that how and what they gift reflects who they are, and they've entrusted that to us.

What we do: Maggie Louise Callahan hand crafts premium chocolates combining nostalgic flavors, modern design, and meaningful bespoke details to elevate the gifting experience. Each Maggie Louise Confections gift box is made with love in Austin, Texas.

Vision statement: Elevate the gifting experience

Tagline options:

Elevating the gifting experience.

nostalgic flavors + modern design

Reimagining your favorite chocolates.

Reimagining a box of chocolates.

Audience insights: Our clients are typically similar to a Kate Spade client. They are purposeful with their purchases. They set out to discover something; and they want to be excited by it, even if it is a gift. Value providence, the brand that creates the items they purchase. Our clients are willing to take a risk, to try something new. More than a commodity, they want a true experience.

For our clients, we offer exceptional delivery service, and a truly unique product. Our bespoke clients enjoy truly customized products at a lower price point and faster turn than our competition.

Our voice is strongly rooted in our personality.

We are:

IMAGINED

But not...childish

WARM

but not... too bubbly

ELEVATED

but not... stuffy

CLASSIC

But not... traditional

We like:

sharing the story behind our collections being unique staying consistent
 staying classy over-delivering being unexpected keeping up with trends
 to induce wonder being clever, without being pretentious staying novel
 and making chocolate a luxurious and exciting gift to give and receive

We avoid:

being pretentious being too stuffy or wordy
 using a passive voice being too traditional being inaccessible
 feeling stale

Voice Characteristics	Description	Do	Don't
Imagined	Our collections are edible works of art, dreamed up and designed by hand. We're proudly reinvigorating the industry of chocolate gifts with custom, seasonal shapes and collections.	<ul style="list-style-type: none"> · Be creative. · Stay light-hearted. · Enjoy what you do. - Create an experience where clients expect the unexpected 	<ul style="list-style-type: none"> · Use too many exclamation points. · Allow yourself to get overworked or overwhelmed; ask for help! - Get too caught up in sounding clever
Warm	We're not your average candy company. We're designing handcrafted, high quality chocolates to surprise and delight those who give and those who receive .	<ul style="list-style-type: none"> · Stay focused on a solution. · Keep your language upbeat and friendly. -Focus on the purpose of a communication. -Be firm, but kind. 	<ul style="list-style-type: none"> · Overly explain; keep communications simple and to-the-point. · Tell a client you can't or won't.

Elevated	We love bringing bold colors, our own vision of current trends, and luxury designs into the worlds of our clients, from custom corporate clients to the simple single order.	<ul style="list-style-type: none"> · Use storytelling. · Highlight seasonal designs. · Stay on top of trends. 	<ul style="list-style-type: none"> · Use language that's too stuffy or pretentious. · Get sucked into passing trends; our clients are classy!
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Every Maggie Louise Confections collection has a story.

The story begins with Maggie, and, once purchased, her clever concepts go on to have a life of their own. One is a gift for a granddaughter’s graduation. Another is a woman’s “treat yourself” splurge after just landing a promotion. Still another is a sweet surprise for a bride-to-be or a new mom.

Client Experience Team:

You should be friendly, to-the-point, and focused on solving the client’s problem as quickly as possible. Imagine one of the stories above; don’t take away the joy of that. It’s our policy for every client to walk away from an interaction with MLC feeling like we care. Because we do.

For Email and Social Media:

Be imaginative. Be bold. Watch for trends and jump on them. Be timely, seasonal and personable.

Every email we send should be checked against these best practices:

- It should have a singular purpose. Ask yourself: Why are we sending? What’s the goal? (Behind the scenes, new collection introduction, sale, event, other brand building content, etc.)
- There should be a strategy behind every piece: subject line, preview text, hero image and headline, the body, and the call to action.
- Copy should be active, concise, direct, and engaging.
- Include flavor profile and design descriptions.
- Indicate a gifting moment to make it easy for the recipient to imagine why they need the collection we are emailing about.

Emojis: Social & email subject lines. Not in personal communications with clients.

Use approved hashtags: #chocolate #giftbox #eeeeeat #boxofchocolates #customgifts #madeintexas

Press & Media Mentions:

Sharing our accolades, features and mentions by media outlets should be delivered with gratitude and as part of an intentional story. Use quotes when possible, to demonstrate the specifics of what's being said about us. Avoid overuse of logos. Keep Press page up to date, and only share the most relevant and recent coverage.

Grammar and style conventions:

- Our full brand name is "Maggie Louise Confections". There is some internal use of the acronym "MLC", but it's not to be used externally.
- We employ the Oxford comma. That is, use a comma before the conjunction in running lists. For example:
 - Amanda found herself in the Winnebago with her ex-boyfriend, an herbalist and a pet detective. (NO)
 - Amanda found herself in the Winnebago with her ex-boyfriend, an herbalist, and a pet detective. (YES)
- Use Title Case for headers, headlines, and subject lines.
- Use ALL CAPS for CTAs and in some visual treatments of headlines.
- Use numerals as words only for quantities of gift boxes, ie: (3) solid milk chocolate lipsticks.
- Limit use of exclamation points.
- Use + in artwork, on gift box inserts, flavor descriptions. Use the ampersand (&) in product names and headlines.
- URL styling: www.MaggieLouiseConfections.com

Word Bank

Words to use:

Bespoke	Treat	Elevated Palate
Bold	Sweet	Premium Ingredients
Classic	Decadent	Unexpected
Clever	Nostalgic flavors	Unrivalled
Indulgence	Elegant	Spark
Arouse	Design	Conjure
	Handcrafted	Mould

- Don't rely on the word "perfect".

- Say “complimentary” not “free”.
- In most cases, say “collection” or “gift box”, not “box”
- Chocolate shapes are made in “moulds” not “molds”
- Use illustrative language to describe the experience of eating the premium chocolates.

Flavors & Ingredients:

White Chocolate: El Rey Icoa 34% cacao

Dark Chocolate: Republica del Cacao - Ecuador, 65% cacao

Milk Chocolate: Republica del Cacao - Ecuador, 40% cacao

Flavor description format:

(1) [shape] in [dark chocolate] filled with [salted caramel]

- ... filled with chocolate caramel + sea salt
- ... filled with toasted pecan + chocolate nougat
- ... filled with our signature peanut butter candy
- ... filled with hazelnut mocha crunch
- ... filled with chocolate nougat
- ... filled with salted caramel
- ... filled with cream caramel + toasted pecan
- ... filled with hazelnut cream
- ... filled with salted caramel + toasted pecan
- ... filled with sweet vanilla bean
- ... filled with graham cracker crumbles
- ... filled with toasted marshmallow

Who are we:

We have team members. We are all colleagues. Our client experience team is a collection of concierges.