

# Our Tone of Voice

*BakingMad*

**Last updated**  
November 2020

[bakingmad.com](https://bakingmad.com)

# Let's talk the Baking Mad way



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# Crumbs!

## **It's the Baking Mad Tone of Voice doc.**

Tone of Voice is a key part of bringing our brand to life. When done well, it's as important and influential as our visual guidelines, our product and how we behave as a company.

In here, you'll find everything you need to know about the Baking Mad tone, from how it embodies our brand values to practical examples and tasty tips of how to bring it to life.

**Enjoy...**

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# What we're looking for in great TOV

**A slice of advice.** There's always a chuckle to be found, with rewarding wordplay.

It works from top to bottom, from headlines to small print

It's supporting and positive  
- 'Social hugs'

It works for all audience types, across all channels

It's human, with a real sense of connectivity, a community vibe

It's designed for real life, tackling the fails as well as successes

It's simple and truthful

# Our brand personality

As facets of our brand personality, they're the key ingredients to our Tone of Voice too.

This guide will show you how to bring them to life as you write.

Inventive

Spirited

Humorous

Relatable

Reliable

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# Using our personality in the right way

It won't be possible for every communication to embody all of these. Here's some thoughts about when to dial the mix up or down:



## Inventive

Ideal for opening the conversation; think social, recipe intros, email headers, even how you introduce the small print.



## Spirited

Perfect for creating excitement in people; think subject lines, buttons, intros, welcome messages.



## Humorous

Try sprinkling it everywhere, like a surprise piece of honeycomb. Add a twist to tricky instructions, or hook people in with a chuckle.



## Relatable

Probably the most important, as we're here for our bakers. Use it to make everything welcoming and simple.



## Reliable

Best for instructions, recipe templates, and anything that needs to be digested quickly.

# Let's roll it out

# We're Inventive

We're always tinkering with recipes to make them more delicious, so let's do that with our language too.

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## Our top tips

- Experiment - play with language like you'd play with a topping
- Be careful with adjectives, they can turn into a list
- Visualise the situation, it's a great way to find new descriptions
- Make your mouth water

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# Inventive

Our top tips, slice by slice

## Experiment - play with language like you'd play with a topping

Always write something a few ways, see what works best. Move things around, start at the end... even stick words together. Scrumpalicious, anyone?

## Visualise the situation, it's a great way to find new descriptions

It's easy to get lost in thesaurus world, but visualising something is a much more helpful way to find new language. What's better: "It'll be delicious", or "There won't be a slice left"?

## Be careful with adjectives, they can turn into a list

Nigella is great at drenching her writing in adjectives, but she's also a highly-experienced journalist. Adjectives often end up just saying the same thing - yummy, tasty, delicious etc. Pick yours carefully, and don't use too many.

## Make your mouth water

The ultimate test - have you found yourself drooling over the content you've just written? If not, give it another go.

# We're Spirited

We're always enthusiastic about taking on new bakes, so let's bring that to life in how we talk.

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## Our top tips

- Show your passion
- Ask questions
- Make it active with verbs
- Use different sentence lengths for pace

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# Spirited

Our top tips, slice by slice

## Show your passion

We're Baking Mad. We love it. So let's show that in everything we write. Write with a smile on your face, don't let deadlines or workload distract, and lose yourself in the sheer joy of baking.

## Make it active with verbs

Good old 'doing words' are another handy ingredient. Instead of saying "the cake icing can start", try "start icing your cake". It's a simple way to help readers feel in control.

## Ask questions

It's an easy trick, but don't questions make things feel more exciting? Don't they make you feel like you're excited about all this? Isn't baking the best? Aren't these sausage rolls delicious?

## Use different sentence lengths for pace

One. Maybe two. Three, four, five. Or set off on an adventure with something slightly longer that you use to tell an interesting story... and stop.

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# We're Humorous

We're always filled with fun, so let's pipe that through our quirky copy.

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## Our top tips

- Wordplay is your friend, puns are your enemy
- Treat exclamations with caution!!!
- Tell stories, not gags
- We're about smiles, not guffaws

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# Humorous

## Our top tips, slice by slice

### **Wordplay is your friend, puns are your enemy**

If a word has two meanings, which help make your point in a fun, seamless way, then roll it out. If, on the other hand, you're crowbarring it in and it feels contrived, don't do it. (Sorry.)

### **Tell stories, not gags**

Think about a fun chat with a friend - it's more about telling each other daft stories, not one-liners. When you're looking for humour, that's a good place to start.

### **Treat exclamations with caution!!!**

Exclamation marks won't be the bit in your copy that makes people chuckle. In fact, they can often make you sound a bit desperate. Save them for texts with friends, but if you're still keen to drop the odd one in, you're allowed a budget of one. A year.

### **We're about smiles, not guffaws**

Don't put yourself under pressure to be funny. We're about the joy of baking, so your humour could just be a quirky phrase at the end of a sentence, like a tasty treat.

# We're Relatable

We want people to feel part of the family,  
so let's make our language a warm hug.

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## **Our top tips**

- Write with someone in mind
- Be about them, not us
- Make them feel like we're in this together
- Be careful with technical language

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# Relatable

Our top tips, slice by slice

## Write with someone in mind

The starting point for all good writing. Think about your baker, what they need. A quick explanation, or a sense of reassurance? Is it a busy parent, or someone spending time on a centrepiece? This will help you focus.

## Make them feel like we're in this together

This could be as simple as saying "Let's bake" when setting off on a recipe. Or "we use a strong cheddar...". We're about advice and help, not ordering people around.

## Be about them, not us

It's easy for brands to talk about themselves, but the best ones always talk about the user. What they're going through and how we're here to help are the most effective places to start.

## Be careful with technical language

Obviously there are technical terms involved in baking, but we're about all levels of experience. Avoid trickier terms like 'julienne' by explaining the outcome: 'cut into matchsticks'.

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# We're Reliable

We're the go-to people for no-nonsense baking, so let's make copy crystal clear.

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## Our top tips

- Watch out for waffle
- Be confident
- Be clear with instructions
- Test it on other people

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# Reliable

## Our top tips, slice by slice

### Watch out for waffle

Once you've written something, try going back and cutting half of it out. It'll be better.

### Be clear with instructions

This is so important for baking. Especially when there are written recipes with videos too. Do they match up? Make sure you don't leave out vital details - eg cutting lengthways - and remember not everyone's an expert.

### Be confident

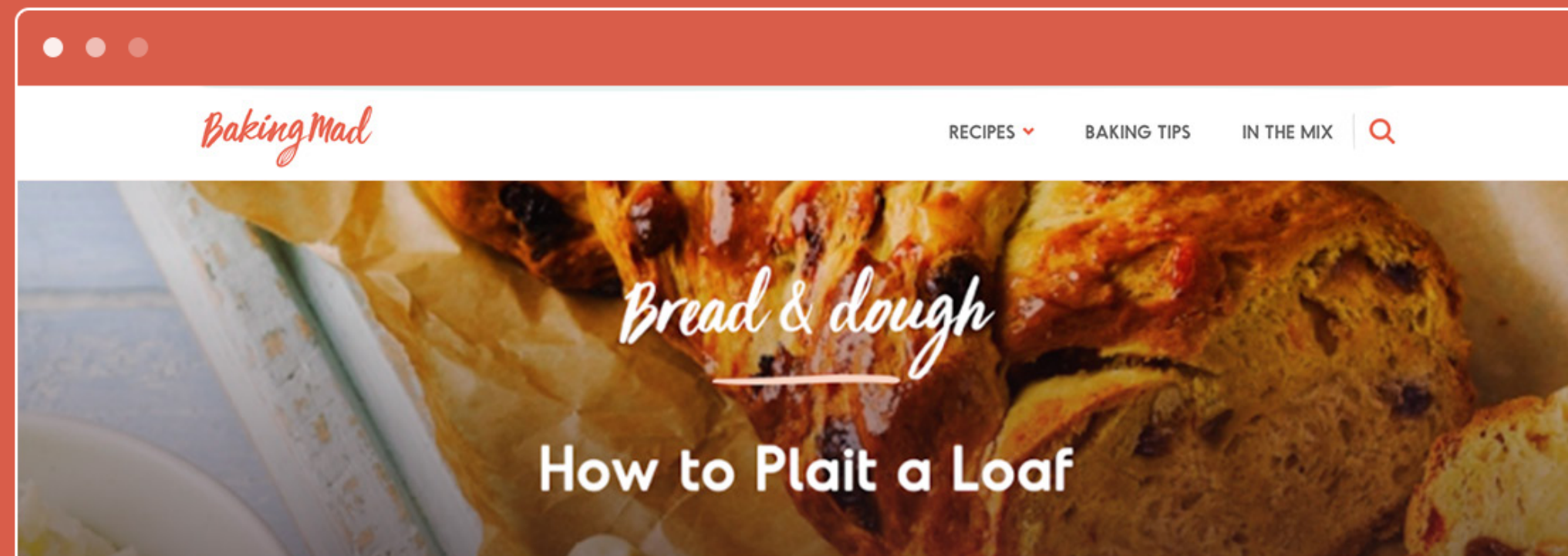
Avoid words like 'could' or 'might'.  
We want people to know they're in safe hands.

### Test it on other people

...especially people who aren't as up to speed with their baking, or who don't know what you're trying to get across.  
It can be annoying, but it's always helpful.

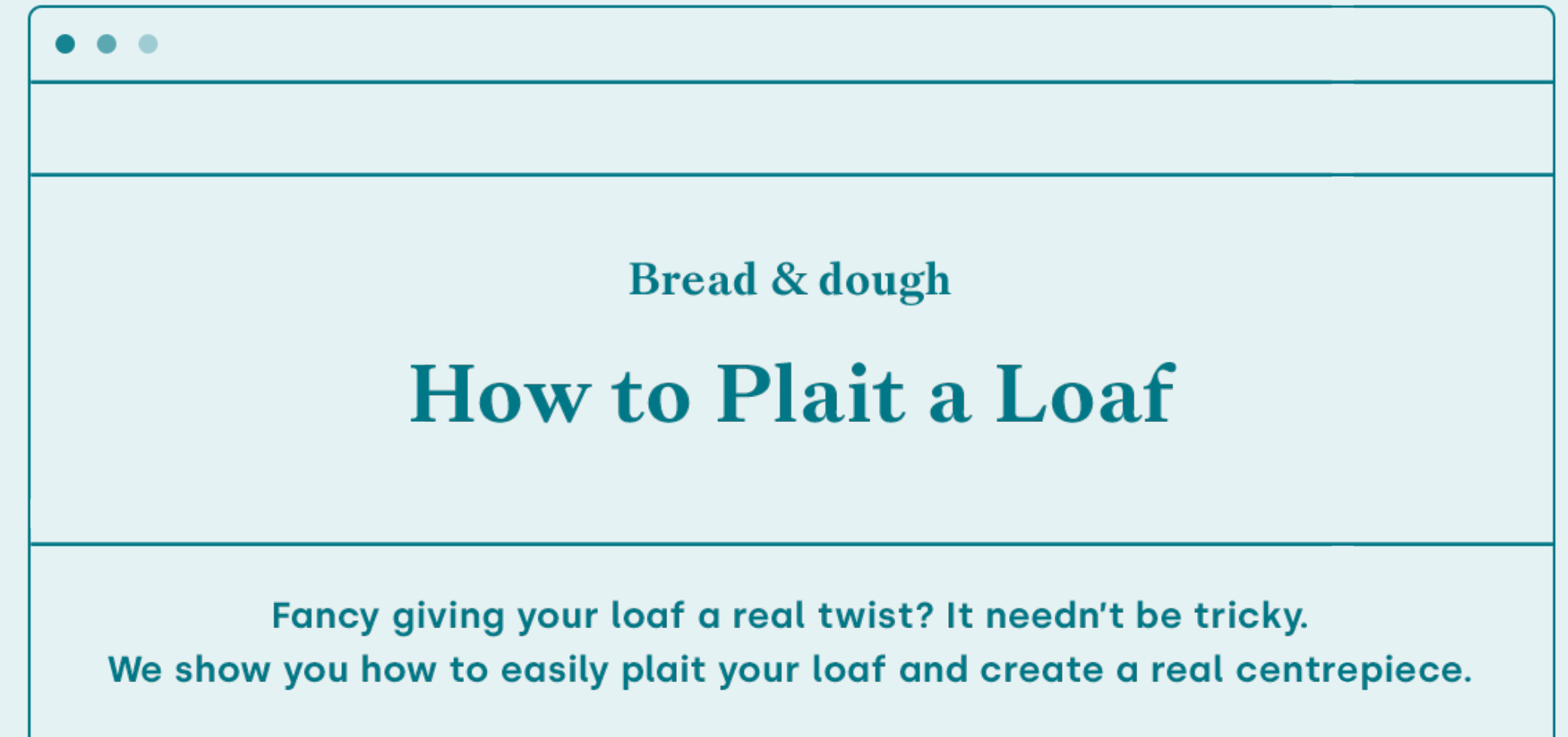
# Prove it

## Before



The dreaded plaited loaf...it gives chills to even the masters of dough, but it needn't do! We show you how to easily plait a loaf for an impressive result!

## After



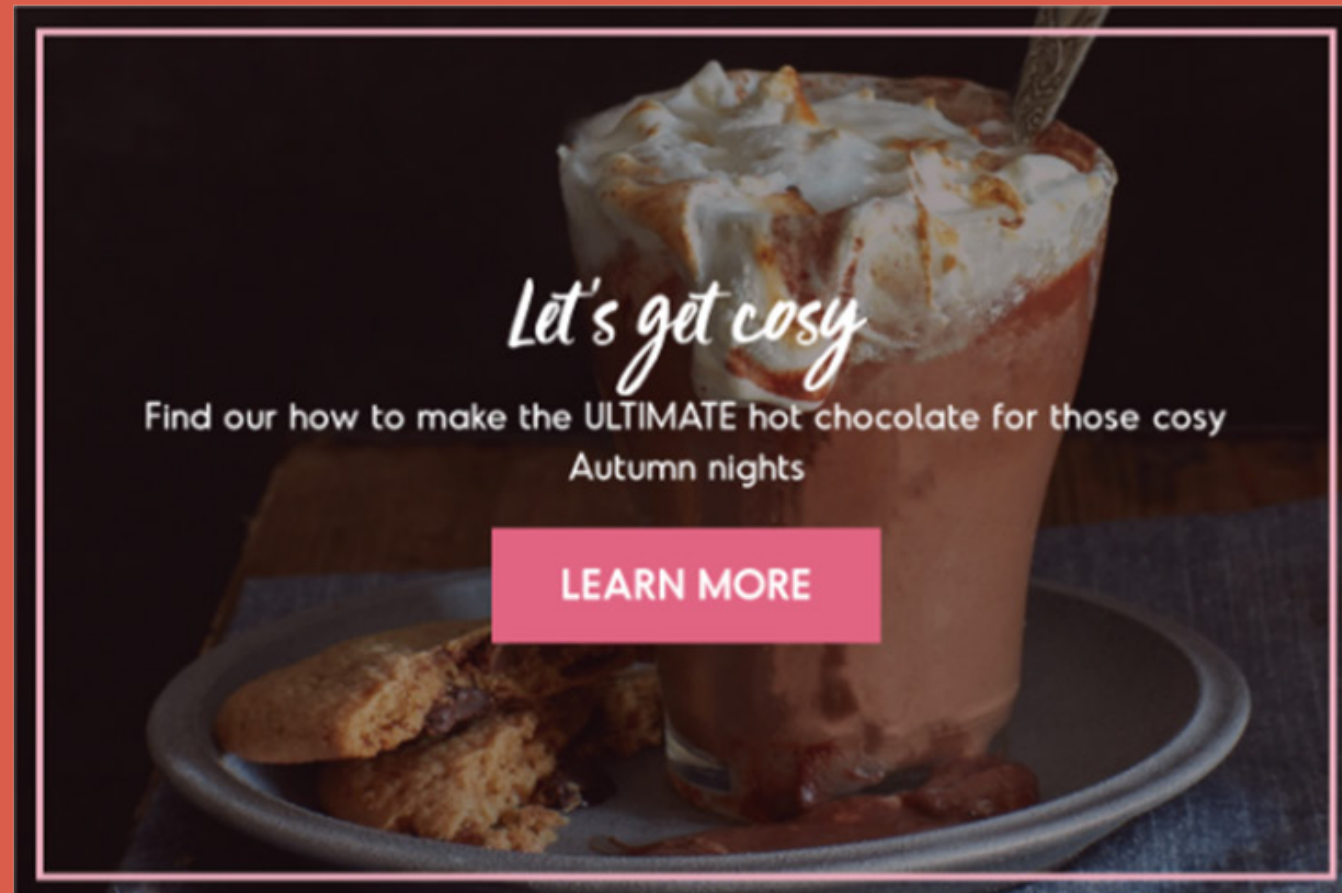
## Why?

- ✓ Headline doesn't have capital letters (UK style)
- ✓ Gentle wordplay
- ✓ **Brand:** Relatable, Humorous, Inventive
- ✓ Loses the negative aspect, makes you feel "I can do this"
- ✓ Centrepiece more evocative/visual, not as overt as 'result'

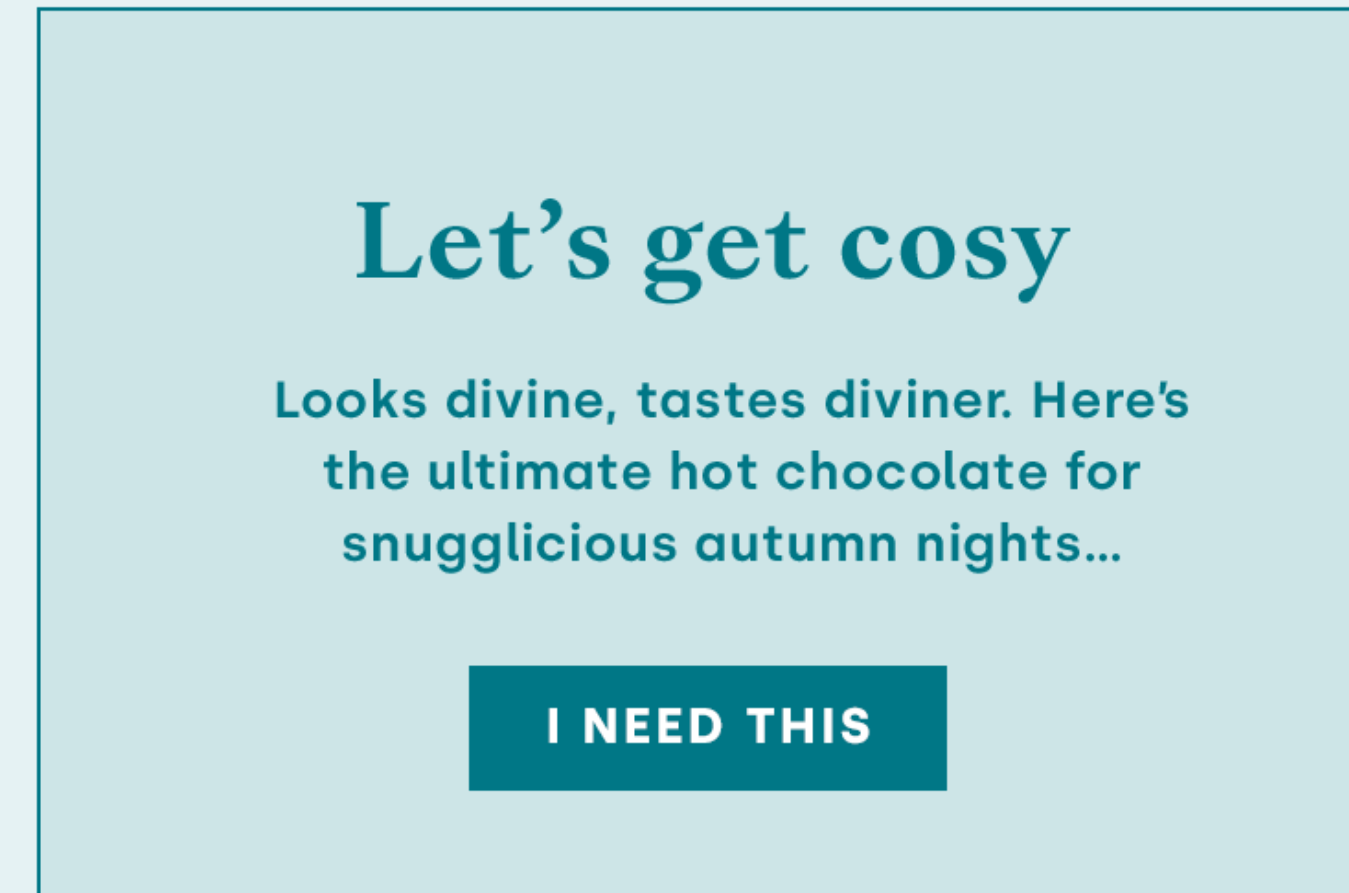
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## Before



## After



## Why?

- ✓ Punchy start with a sprinkle of temptation
- ✓ Loses the capital letters, no need to shout
- ✓ New word 'snugglicious'
- ✓ Doesn't repeat cosy in copy/headline
- ✓ **Brand:** Inventive, Spirited, Humorous
- ✓ More evocative CTA

## Before

We have created the best ever homemade Christmas Brownie recipe. We've taken our favourite Billington's chocolate brownie recipe and added some really festive ingredients to make this brownie the perfect slice for Christmas. These super gooey and delicious brownies are made especially tasty by the use of Billington's unrefined dark muscovado sugar. This gives the brownies a rich taste and all natural colour, adding unrivalled depth to your bake. This fool-proof recipe will give you the best ever brownies every time, all in less than an hour.

## After

These Christmas brownies are so yum, they're at the top of our present list. It's our favourite Billington's brownie recipe with festive ginger and citrus for added Crimbleness.

They're super gooey, and the Billington's unrefined dark muscovado sugar gives your brownies more richness, depth and natural colour.

This foolproof recipe takes less than an hour, and you'll be the talk of the kitchen. If you give any away...

## Why?

- ✓ Says 'best' without saying it
- ✓ Gets the Christmas idea into the description
- ✓ New word 'Crimbleness'
- ✓ Shorter
- ✓ **Brand:** Inventive, Relatable, Reliable
- ✓ Technical but snappy

## Before

### Explore Baking Mad

1. [Celebrity Bakes](#) | Checkout recipes from Great British Bake Off stars and more
2. [In the Mix](#) | Checkout our Baking Blog for amazing articles and video tutorials
3. [Baking Tips](#) | Have a look at our Baking Tips for How To's and Handy Guides

EXPLORE ALL OUR RECIPES

## After

### Grab a cuppa and explore

1. [Celebrity Bakes](#) | Enjoy recipes from... etc
2. [In the Mix](#) | Find a feast of inspiring articles and video tutorials
3. [Baking Tips](#) | Discover our how tos and handy guides.

HEAD TO OUR RECIPES

## Why?

- ✓ Friendly title
- ✓ Inspiring instead of amazing - more of a clue to what you'll get
- ✓ **Brand:** Spirited, Relatable, Reliable
- ✓ Doesn't repeat the titles in the copy
- ✓ Button makes more sense as an alternative option
- ✓ Capital letters...

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## Before

### Need Something Quick & Easy?

We've Got a Plethora of Recipes Which Are Perfect for That Short Notice Event, or Something to Feed a Small Army!

## After

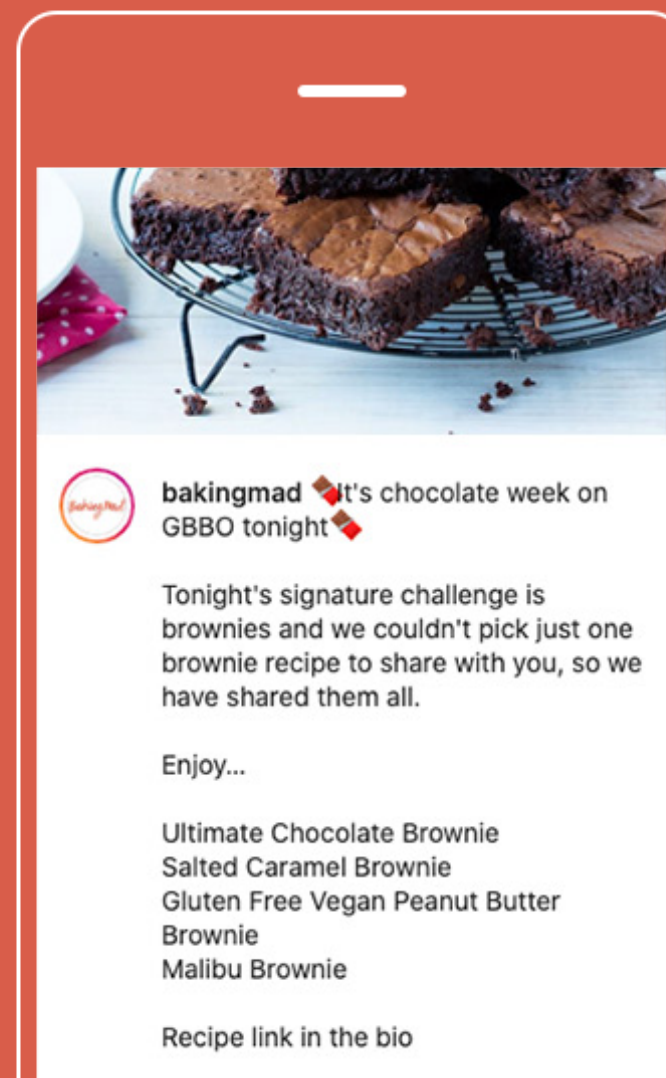
### Need something quick and easy?

Find speedy snacks for unexpected visitors,  
and hassle-free ways to feed a small army. You've got this.

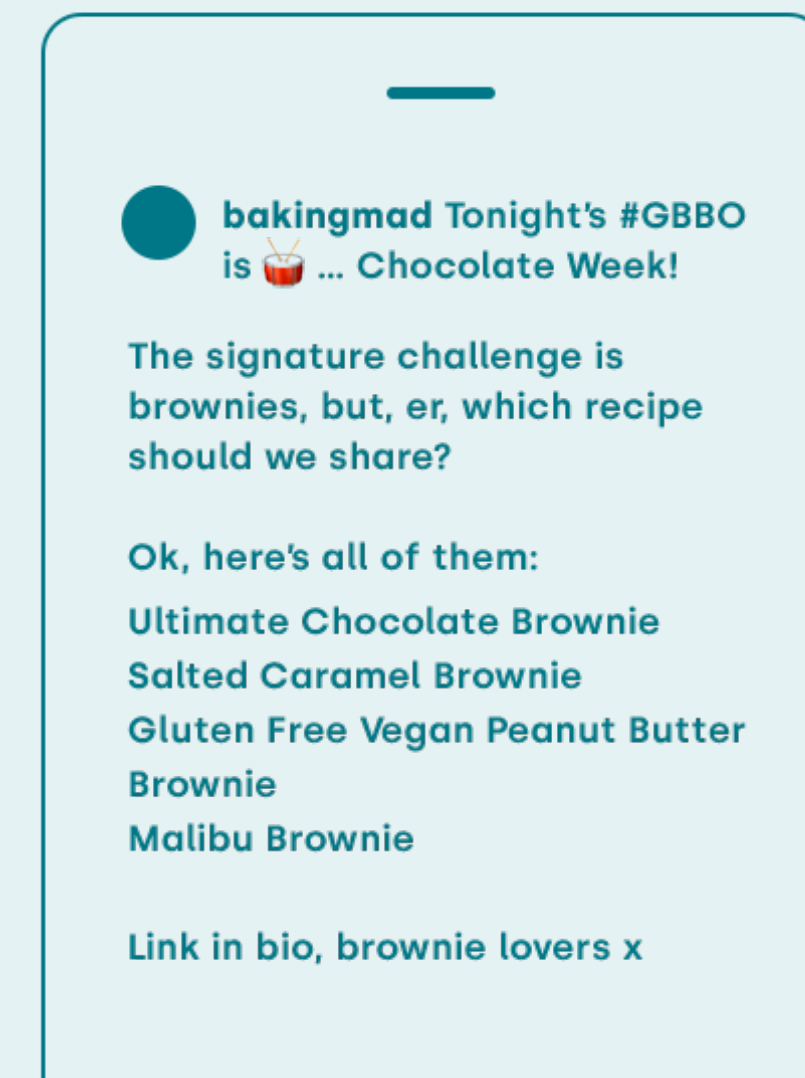
## Why?

- ✓ Less unnecessary capital letters
- ✓ Loses unnecessary words like 'plethora'
- ✓ 'Unexpected visitors' works harder than 'Short notice event'
- ✓ Alliteration of speedy snacks
- ✓ **Brand:** Reliabe, Relatable, Spirited
- ✓ Puts the reader in control

## Before



## After



## Why?

- ✓ Tiny bit more daft drama at start
- ✓ Split main para into two for pace
- ✓ Caps on Chocolate Week for sense of occasion, also the 1 exclamation mark of the year :)
- ✓ Much chattier for social
- ✓ **Brand:** Inventive, Spirited, Humorous

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A close-up photograph of a slice of cake on a white plate. The cake is topped with a thick layer of white cream, a drizzle of yellow sauce, and a generous amount of small, cubed orange-colored pieces. A silver fork is placed to the right of the slice. The background is a light-colored, textured surface.

We'll leave  
this with you

No need to thank us.

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