

# BRAND VOICE GUIDE

# Brand Voice Kit

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## WHO ARE WE

Kono's Kitchen is a pet food company that helps pet parents add as much raw nutrition to their dog's meals as they can.

## WHY WE EXIST

Over **63 million households** in the US own a dog, and most of those households still feed their dogs processed kibble.

The shift from **“pet ownership” to “pet parenting”** is driving people to research healthier foods for their pets.

Switching to a completely raw diet **can be intimidating.**

## Mission Statement

**Our mission is to radically change the pet food industry** by helping dog parents move away from processed food & introduce as much raw nutrition into their dog's diet as they can. We want to make raw feeding as convenient as possible, and produce treats with simple ingredients & clear nutritional benefits. Our mantra “Eat Healthy. **Give Healthy.**” reminds us that we're working alongside you not only to improve your dog's health, but to improve the health of rescue pups in need by donating 10% of all proceeds to their medical costs.



# Authentic

**DESCRIPTION**

1-2 short sentences describing the attribute in more detail. (e.g. "Authenticity earns trust, so we're going to tell it like it is.")

Trust and transparency is important to us, so we're going to be honest about what we know and transparent about what we don't.

**DO**

What does this attribute look like in action? List of short phrases (e.g. "Be honest and direct. Say what you're going to do, and then do it.")

Be honest about what you know and don't know. Encourage readers to use us as a resource and do additional research on their own. Use down-to-earth language—explain things in layman's terms but not in a patronizing way.

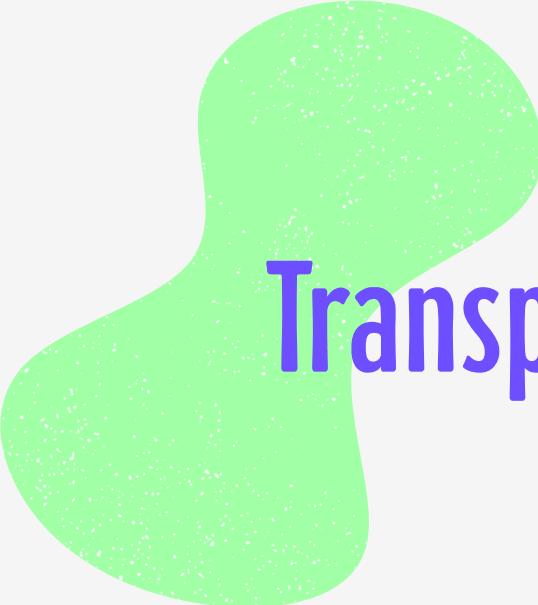
**"Keep an eye on your dog as you're introducing raw meat into its diet. Every dog is different but if they get the runs in the beginning, it's totally normal as their body adjusts!"**

**DON'T**

What does writing without this attribute look like? List of short phrases (e.g. "Beat around the bush. Leave questions unanswered.")

Write as if you're the all-knowing authority on an issue or use SAT words when you can use conversational language. Write with too much technical language—but if you do, then DO explain what these things mean.

**"Beef liver is rich in Vitamin A and other essential vitamins, minerals, supplements, and healthy additives. Trust us, we know what's best for your dog."**



# Transparent

**DESCRIPTION**

1-2 short sentences describing the attribute in more detail. (e.g. "Authenticity earns trust, so we're going to tell it like it is.")

We don't use buzz words like hard-to-pronounce vitamins, minerals, and additives. We tell you exactly what's in our products and why they're good for your dog.

**DO**

What does this attribute look like in action? List of short phrases (e.g. "Be honest and direct. Say what you're going to do, and then do it.")

Be open about our processes and ingredients. Explain the why, not just the what. Keep things simple.

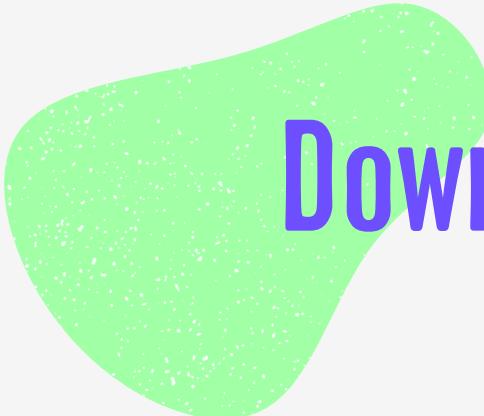
**"Our Beef dog treats are made of beef and beef liver, which is great for healthy skin and coats. If you were expecting a longer list of supplements and additives....sorry not sorry."**

**DON'T**

What does writing without this attribute look like? List of short phrases (e.g. "Beat around the bush. Leave questions unanswered.")

Use words that can't be pronounced unless you can explain the benefits of it clearly. Talk in circles and in vague terms to avoid answering a question.

**"We're the #1 resource online for dog nutrition and dog care."**



# Down-to-Earth

**DESCRIPTION**

1-2 short sentences describing the attribute in more detail. (e.g. "Authenticity earns trust, so we're going to tell it like it is.")

We're here to help. We do what we do because we're dog parents too and we know you're doing the best you can for your dog.

**DO**

What does this attribute look like in action? List of short phrases (e.g. "Be honest and direct. Say what you're going to do, and then do it.")

Be understanding and compassionate. Offer recommendations but understand that every dog parent is trying to figure out what works best for their individual dog.

**"A little raw in your dog's diet is better than no raw at all."**

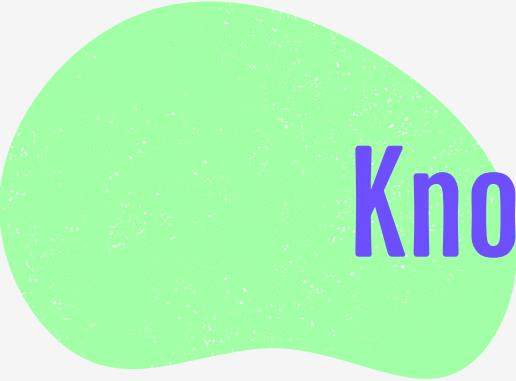
**DON'T**

What does writing without this attribute look like? List of short phrases (e.g. "Beat around the bush. Leave questions unanswered.")

Patronize your readers. Speak about what they should be doing as a good dog parent. A lot of our customers will be first-time dog parents and we're here to support them, not talk down to them.

**"A raw diet is the best diet for your dog."**

*While we may believe this to be true, it's not something we want to be pushing as the best and only option.*



# Knowledgeable

**DESCRIPTION**

1-2 short sentences describing the attribute in more detail. (e.g. "Authenticity earns trust, so we're going to tell it like it is.")

We have a ton of knowledge and an entire resource library to help you answer any questions you have about raw feeding or dog care in general.

**DO**

What does this attribute look like in action? List of short phrases (e.g. "Be honest and direct. Say what you're going to do, and then do it.")

Imagine a kid who asks why the sky is blue. You give an answer. The kid asks why again. You respond with a deeper answer. In the same way, be prepared to answer as many levels of "Why?" as you can. If you don't know the answer to something, spend the time to find out.

**"Freeze-dried dog food may contain more nutrients than home-cooked food, but even home-cooked food contains more enzymes than super processed kibble."**

**DON'T**

What does writing without this attribute look like? List of short phrases (e.g. "Beat around the bush. Leave questions unanswered.")

Oversimplify things. Patronize your audience.

**"Home-cooked food is better than nothing, but freeze-dried dog food is the healthiest."**



# Humorous

**DESCRIPTION**

1-2 short sentences describing the attribute in more detail. (e.g. "Authenticity earns trust, so we're going to tell it like it is.")

We don't take ourselves too seriously and are here to celebrate the derpiness of these dogs we don't deserve.

**DO**

What does this attribute look like in action? List of short phrases (e.g. "Be honest and direct. Say what you're going to do, and then do it.")

Inject dry humor into your writing. Especially when it's at the expense of your dogs. We love them but they are giant weirdos.

**"Raw diets can lead to smaller poops and who doesn't like dealing with less shit."**

**DON'T**

What does writing without this attribute look like? List of short phrases (e.g. "Beat around the bush. Leave questions unanswered.")

Be too snarky. (*see Cards Against Humanity for an example of too much snark and targeted at their audience*)

Our humor is more self-deprecating than targeted at our customers.

**"See our FAQ page for answers to your dumb questions."**

## WORDS TO USE

Dog parent.

Simple.

Individual.

Understand.

Support.

Research.

## WORDS TO AVOID

Dog owner.

Top.

#1 / Number One.

Leading.

Best.

Sales.

Trust.

trust is something that's earned, not demanded - we want to avoid phrasing like "We're a brand you can trust," which sounds like marketing BS.

## Style Tips

1

Write authentically and always keep your audience in mind.

2

Don't use two words when one will do. Don't use a rare word when a common one exists.

3

Lead with the most valuable information.

4

Keep tone of voice consistent throughout all content.

5

Ground value in examples to make them more impactful.

# Social Media Writing Guide

Social media is our primary way of building relationships with the Kono's Kitchen community and share knowledge about dog nutrition, dog care, and dog training. We want to be intentional about what we post on our social channels, and be careful never to come off as judgmental or patronizing in our tone and the content that we post. Here are some guidelines below on how to connect with our online community.

## Guidelines

### ENGAGEMENT

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Share tips and tricks as if you are excited to share something you just learned about with a good friend—not as if you are teaching them. Use correct grammar and punctuation when engaging with our community, and avoid excessive exclamation points.

### TRENDING TOPICS

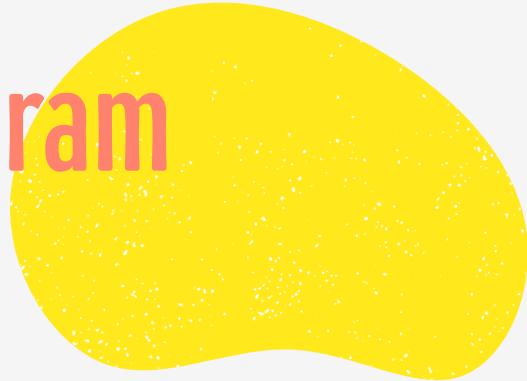
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If commenting on trending topics in social media, only comment on positive topics and comment on them in Instagram Stories. For example, there's already so much negative press surrounding pit bulls and our goal is to advocate for them and show the world how derpy and sweet they can be. Bottom line is, we just want to spread positivity!

While we want to avoid being overly political, we do want to emphasize diversity and inclusion. When featuring dog parents on our social media, we may feature two dog dads, two dog moms, a dog dad & a dog mom, or even a single dog mom or single dog dad.

Our active social media accounts are Instagram, Facebook, and Twitter, which are all managed by the marketing team. Here are some guidelines and tips below on the types of content and tone for each channel.

# Instagram



**TYPES OF CONTENT:** Featured dog-in-need of the month, motivational dog quotes, fun packaging photoshoots, nutritional fun facts, videos of derpy dogs

**YOUR TONE SHOULD BE:** Bold but not edgy, quirky with dry humor

**WRITE LIKE THIS:** “He gets freeze-dried raw treats and Berniece gets her leg surgery. Everybody wins.”

**NOT LIKE THIS:** “Each bag of treats will contribute directly to Berniece’s leg surgery this month and we are so grateful for your help!”

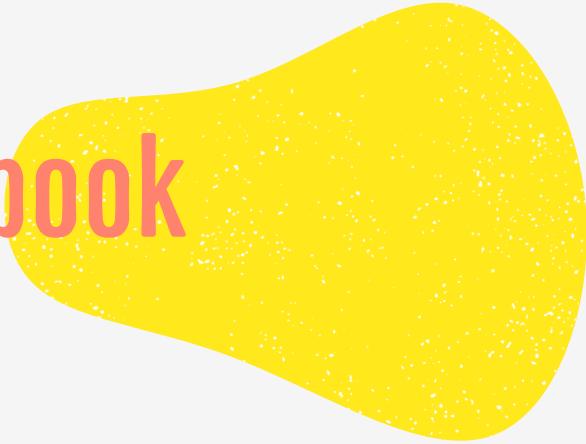
**HASHTAG USE:** Tag all product-related posts with the hashtag #EatHealthyGiveHealthy (capitalize each word). Other hashtags we can use, depending on the post, include #dognutrition, #dogtraining, #adoptdontshop, #rescuepup. Don’t use the hashtag #furbaby or related hashtags.

**TIPS:**

- Add hashtags in the first comment of the post, not in the post caption
- Don’t post memes or repost memes
- Feel free to use an emoji at the end of a sentence, but not in the middle of one
- Don’t use emoji to replace words (e.g. “He is my whole <3”)
- The emoji that best convey our brand are the facepalm, expressionless face,
- When using an emoji with a skin tone, vary the skin tone for each post to reflect the diversity in our community

Our active social media accounts are Instagram, Facebook, and Twitter, which are all managed by the marketing team. Here are some guidelines and tips below on the types of content and tone for each channel.

# Facebook



**TYPES OF CONTENT:** Interesting nutritional facts, dog training quick tips, product news, events, National \*insert holiday\* Day posts, media mentions, The Bork Magazine articles

**YOUR TONE SHOULD BE:** Fun but not corny, helpful but not preachy

**WRITE LIKE THIS:**

**“There’s no such thing as a truly housebroken dog, so don’t be surprised if you have a good girl at home but bring her to work and walk into a pile of shit. Read more about why this happens in our latest Bork Magazine article!”**

**NOT LIKE THIS:**

“If you think your dog is housebroken, think again. You can’t actually train a dog to be housebroken in all environments. Check out our latest blog post where we tell you why!!”

**HASHTAG USE:**

Only use hashtags that are associated with a specific Kono’s Kitchen marketing campaign. Don’t use hashtags like #tbt or #adoptdontshop on Facebook posts.

**TIPS:**

- Use “Read more” when referring to a Bork Magazine article, not “Check out,” which sounds like it’s referring to a blog post vs a resource center article

Our active social media accounts are Instagram, Facebook, and Twitter, which are all managed by the marketing team. Here are some guidelines and tips below on the types of content and tone for each channel.

# Twitter

**TYPES OF CONTENT:** Quirky nutritional facts, dog training quick tips, product news, events, National \*insert dog holiday\* Day posts, media mentions, The Bork Magazine articles

**YOUR TONE SHOULD BE:** Informative but not patronizing, excited but not overly dramatic

**WRITE LIKE THIS:**

**“The amount of chocolate your dog would have to consume before getting sick depends on how much your dog weighs & other factors, which you can read more about in this Bork Magazine article!”**

**NOT LIKE THIS:**

“Did you know that chocolate is toxic to your dog?”

**HASHTAG USE:**

Tag all product-related posts with the hashtag #EatHealthyGiveHealthy (capitalize each word). Other hashtags we can use, depending on the post, include #dognutrition, #dogtraining, #adoptdontshop, #rescuepup. Don't use the hashtag #furbaby or related hashtags.

**TIPS:**

- Refer to a blog post as a “Bork Magazine article,” not a “blog post”
- Only use one exclamation mark, not multiple
- Use an ampersand instead of the word “and” to save characters
- It's okay to use the shorter version of some words, like “info” for “information”
- But don't use numbers & letters in place of words, such as “4” instead of “for” or “u” instead of “you”



Thank you