

Native Digital

Brand Voice Quiz

Brand voice is a tricky thing. When it's dialed in, your audience will barely notice, because you sound like you. But when it's off, it can be confusing or worse.

This quick quiz will help you know where your voice stands.

1 _____

Does the tone of your brand's most recent social post match the tone of copy on your website?

- A. Yes, we're nailing it
- B. Eh, depends on who you ask.
- C. No - what happened?

2 _____

Can you name a competing brand that you know you don't want to sound like?

- A. Yes, it's _____
- B. Not off the top of my head.
- C. I'm not sure who our competing brands are.

3 _____

Off the top of your head, what are four adjectives that describe your brand voice?

- A. Yes, they're: _____
- B. Sure, just give me a few days and I'll get back to you on that.
- C. Internally we all have different answers to that question.

4 _____

Does your team have approved and finalized brand voice guidelines?

- A. Of course we do, they're tacked up by our desks.
- B. We do - I think - where is that document?
- C. No. We're winging it.

5 _____

How does your brand voice differ from competitors?

- A. Easy, we're _____
- B. We're just better than they are. That's enough, right?
- C. If I'm honest, we all sound identical.

6 _____

How often do you practice your brand voice with your team?

- A. We just had a hands-on writing session a couple months ago
- B. I have one planned, it just never makes it onto the calendar.
- C. What exactly happens in a brand voice training session?

QUIZ KEY

A = 3 points B = 2 points C = 1 point

15-18 points	Sounds like your organization knows itself well. The bonus exercises included will give you a chance to test your brand voice expertise.
11-14 points	Looks like you're on the right path, but could use a little more direction. Check out the bonus exercises to get ideas on how to further define your voice.
6-10 points	Yikes - you might need some help. We included some bonus exercises designed to help you start thinking through your unique voice.

MY SCORE

Question #	Points
1	
2	
3	
4	
5	
6	
Total	

BONUS

Brand Voice Worksheet

Time to Flex Your Brand Voice Muscles. Done solo or in a group, these exercises will help you either start defining your brand or serve as a reminder of the brand voice you've already established.

Mark where your brand voice is on these scales

Fun —○—○—○—○—○—○—○—○— Serious

Friendly —○—○—○—○—○—○—○—○— Elite

Casual —○—○—○—○—○—○—○—○— Formal

Succinct —○—○—○—○—○—○—○—○— Detailed

Passive —○—○—○—○—○—○—○—○— Aggressive

Quiet —○—○—○—○—○—○—○—○— Loud

If our brand was an animal, it'd be a

If our brand was a food, it'd be

If our brand was a magazine, it'd be

How do these team members differ in their brand tone usage?

CEO

Sales

Marketing

Frontline Staff

Observed attributes that need to be fixed

Circle all that apply.

Silly

Robotic

Boring

Cheesy

Elitist

Forced

Stiff

Stale

Salesy

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Name three topics you speak to that your audience values most

Voice Example

Identify a short statement (via your website, social or collateral) to rewrite in your brand's ideal voice.

NEED HELP DEVELOPING A FLEXIBLE AND STRONG BRAND VOICE?

NATIVE CAN HELP.