

Content & Tone Review



What we'll be discussing today

1. What is “Tone”
2. Why is Tone Important?
3. Select Competitor’s - Tone Review
4. Using Known Customer Adjectives to Help Define Rosaprima’s Tone
5. “Rosaprima’s Tone” – Our Recommendation

Your message is **what** you’re trying to communicate.

Your tone of voice is **how** you communicate it...



What is “tone” in copywriting?

- Establishing the voice and tone of the writing are **critical to effective brand expression**.
- **Tone defines the writing style**, the way messages are communicated and the core words and phrases that define the company such as: luxury, beauty, quality and feeling privileged to be included in life’s special moments.
- Consistent voice and tone are **the framework** that give writing a distinctive style.

Why is it important?

- Voice and tone are the editorial representation of the Rosaprima brand personality.
- The right tone **can inspire desirable emotional responses** in your visitors. Emotional responses are core to decision-making.
- **Builds trust and differentiates** Rosaprima from competitors.



Brief Tone Analysis: Industry Review

Tone & Writing Style: Floral Industry Websites



PROVIDER OF THE WORLD'S FINEST ROSES



Quality Assurance

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That's our goal for every flower we ship. Every member of our QA staff is dedicated to providing you with consistent, high quality flowers all year round. We follow a demanding set of quality parameters in the production, harvesting and packaging of each and every fresh cut flower. In addition to inspections at the farm, the quality control specialists at our Miami distribution center assess all our in-coming shipments of flowers each day to make sure that they meet our quality, grading and packing standards.

These inspections are processed through a state of the art software system called Petals which was created by our own in-house IT and QC department staff. This unique software allows us to database all the inspections and immediately communicate and connect to our farms as soon as product is received into our Miami facility. These standards and processes act as your insurance that every flower is delivered to your door as though it were just cut at the farm.

Informative Tone
Friendly & Corporate
Tone has an Identity Crisis
Missed Opportunity in
...the subheading
Does not convey luxury





Casual to an Extreme
 Negative
 Serious
 In your face
 Does not convey luxury

ABOUT OUR FARMS

FROM THE FARM TO YOUR DOOR

Our flowers never sit in a corner store or a dingy warehouse (where they send you the oldest, most-dead flowers they have in the fridge), and they never show up in a van with a 1-800 number on the side. We ship straight from an active volcano or from the sunny surf of California, seriously - we're putting a little romance back in the Bouq.

ABOUT OUR FARMS

FROM THE FARM TO YOUR DOOR

Our flowers never sit in a corner store or a dingy warehouse (where they send you the oldest, most-dead flowers they have in the fridge), and they never show up in a van with a 1-800 number on the side. We ship straight from an active volcano or from the sunny surf of California, seriously - we're putting a little romance back in the Bouq.

WE LOVE NATURE & WE'VE MADE IT PART OF OUR BUSINESS TO CARE

We source only from eco-friendly, sustainable farms that respect the environment and their workers.

The first big difference:

We cut only what we sell. Other providers source from a supply chain that sees 1 in 3 stems wasted. Across hundreds of thousands of bouquets a year, that's a lot of wasted land, resources, labor and fuel. We cut only when you order, so we avoid the waste.



RIDICULOUSLY FAST
FLOWERS

SEND NOW



It's As Easy As



Step 1

Select your blooms from our curated selection of freshness



Step 2

Tell us when and where you want them hand delivered



Step 3

Sit back and relax. You're about to reach superhero status

Why You'll Love the BloomThat Experience



Fastest flower delivery on record. So fast we almost called it FlowerRocket



Blooms start at \$25 and delivery is always free - No extra fees or upcharges here



We package local flowers in recycled burlap then deliver by bike to make the Earth smile



BloomThat partners with neighborhood florists to show local biz some love



We think our flowers are the bee's knees - But you'll be the ultimate judge



Three simple steps makes for an awesome flower sending experience

Friendly
Target = Younger Audience
Casual yet Current
Warm, Lively
Does not convey luxury

Flower Search

Select Flower Type..



Keyword Search...



Search

Royal Flowers Video



To further explore Royal Flowers and see more exciting and informative videos, click here to visit our Multimedia Experience page.

View Video

Royal Flowers Global

Royal Flowers Global provides marketing, distribution, and sales services to clients in 56 countries around the globe, including Europe, Asia, Russia and the CIS, South America, and the Middle East.

The dedicated and knowledgeable sales and customer support team at Royal Flowers Global not only understands the various needs and preferences of many cultures, but also excels at meeting the trends, styles and demands of today's ever changing cut-flower market. Together with our clients, we create and execute a wide variety of custom marketing plans for each region and season. Royal Flowers Global clients can also take advantage of the services provided by Royal Collection, as well as logistic and shipping support through our freight-forwarding agency, Royal Cargo.

Royal Flowers and its employees proudly grow and offer over 160 rose varieties including hybrid, tea, spray, and garden roses as well as our exclusive Royal Victorian and Reserve Roses in order to meet the diverse needs of all markets.



Informative Tone

Corporate

Professional

Detached

No Passion

Does not convey luxury

Our Recommendation: Tone & Style

Be the best... without being snobby. Educate, but also tie-in to the emotional opportunities



Luxurious Roses

Lush, Lavish and Distinctly Rosaprima

- Rosaprima roses represent the epitome of beauty, luxury and elegance.
- Rosaprima roses are unparalleled in sumptuous scents, soft petals, stunning blooms
- Rosaprima roses possess a truly captivating radiance. Experience our roses, view [our collection](#).
- Our collection holds 150 varieties of roses, individually selected for their beauty and charm.





Heritage

The Art of Breeding Roses

- Each Rosaprima rose is the embodiment of uncompromising quality and exceptional craftsmanship.
- Our roses are handcrafted by skillful artisans who take great pride in producing roses of world-renowned excellence and beauty – to convey the true nature of a beautiful rose.
- With an eye for design and beauty, our team of experts have been trained for many years to produce breathtaking roses.
- The Rosaprima brand is synonymous with luxury, beauty, quality and passion.





Inspirations

Iconic Roses for Extraordinary Moments

- Create ambiance for special moments with the elegance and luxury of Rosaprima roses.
- Experience for yourself the artistic magnificence of our roses. Browse through Rosaprima's [Inspiration Book](#).
- You will find ideas that inspire your imagination and ignite your desire.





About Rosaprima

A Passion for Beautiful Roses

- With unequalled craftsmanship, a never-ending pursuit of quality and beauty and a passion for the art of growing and breeding, Rosaprima has created a new standard of luxury roses since its founding in 1995.
- Our goal has not only been to grow the best quality roses in the world but also, to ensure that our customers enjoy the best possible experience when buying our flowers.
- A passion for roses, sound business practices, and a belief that flowers have an important role in society has created a unique company with peerless global brand recognition.





Experience Our Roses

- We are honored to be a part of special occasions that create life-long memories.
- It's a privilege for us to grow and sell a product that touches lives of people in those intimate moments.



THANK YOU



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