## **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



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

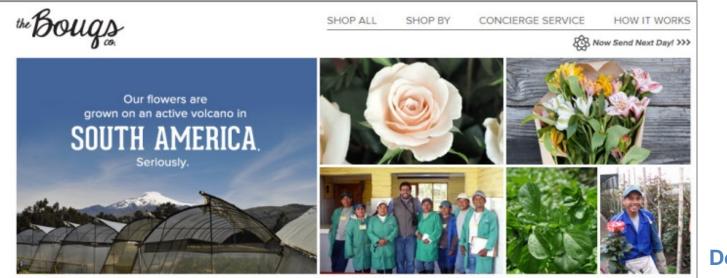
### Quality Assurance

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#### **Quality Assurance**

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.



#### 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 Boug.

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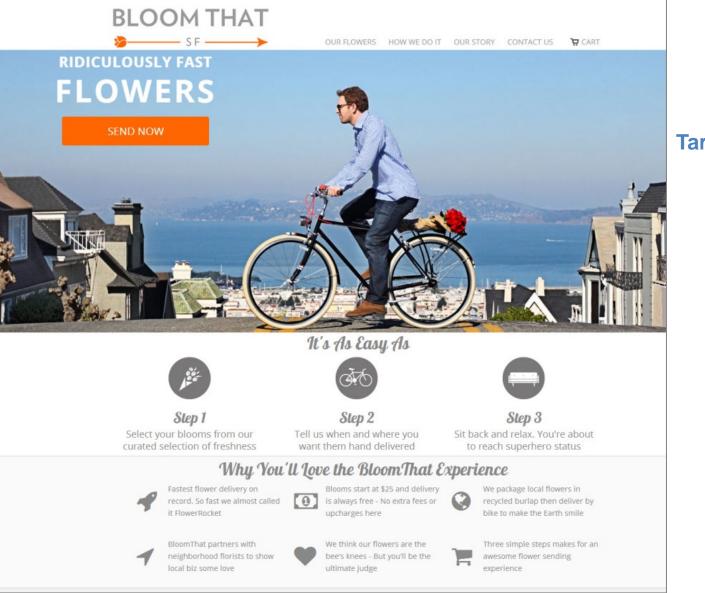
#### WE LOVE NATURE & WE'VE MADE IT PART OF OUR BUSINESS TO CARE

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.

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



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



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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 resea as well as our exclusive Royal Victorian and Reserve Roses in order to meet the diverse needs of all markets.



English

CONTACT US

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**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 <u>our</u> <u>collection</u>.
- 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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