

Switch Research

BRAND TONE GUIDE & CUSTOMER PERSONA

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THE BRAND

Switch Research provides a variety of science-based mental health resources to be used in the comfort of a customer's own home. The brand aims to inspire, motivate and empower its customers to take charge of their own mental health and wellbeing, regardless of their financial status, or access to therapists, psychologists or external support.

The brand focuses on providing tools that have a grounding in science, and while its products can be enjoyed by all, those who see value in data, trusted information and scientific study particularly appreciate them. Switch aims to remove the mystery and 'fluff' from mental healthcare and provide clear, simple-to-use tools that are accessible to all.

THE VOICE

The brand has an interesting voice, as it caters to two intentions. Firstly, it must focus on selling to and engaging with a vibrant community of people interested in positivity and self-development. Secondly, its voice must also speak with authority, confidence and calmness in its delivery of mental health resources. However, there are some clear parallels between the two, creating the brand's staple voice.

It speaks to the customer as it would a friend, treating them as an equal in the wellbeing development journey. Across the board, it is personal, honest, and empowering. These three aspects are at its core, however, they are adapted and enhanced depending on the situation.

Personal, honest, empowering

THE VOICE

Uses

- A personal, chatty tone
- Direct to the customer (you/your)
- Speaks as an equal
- Friendly, as if Switch already knows the customer well
- Scientific terms in simple, easy to understand language
- Contractions and some slang – wanna, gonna, got you
- Refers to the brand as 'we'
- Rarely 'I' – only when telling and attributing a personal story
- Language to engage – often questions, asks for feedback, involves the customer
- Humour – a quality increased depending on situation
- Emojis – always positive, used frequently for emphasis
- Advisory information, tips, information and helpful guidance
- American spelling and grammar rules

Avoids

- Instructional tone (instead, offers advice)
- Swear words
- Overly-scientific language
- Overly-spiritual advice, or advice considered 'woo-woo' with no basis in science
- Sales-y, click-bait language
- Addressing the customer with a nickname or personal slang name

UNIQUE ADAPTATIONS

As discussed, Switch Research has a unique situation in that it must adapt its voice for sales and engagement versus delivery of mental health resources.

When providing resources for promoting and enhancing customers' wellbeing, the journals depart from the usual brand voice in the following ways.

- No emojis
- A calmer, more considered tone
- A higher level of authority, while still retaining the friendly, approachable tone
- Higher prominence of scientific terms, which are always clearly explained
- An emphasis on solidarity, trustworthiness, and clarity
- An emphasis on explanation, rather than engagement
- A higher level of formality and professionalism

PERSONAL

WOULD SAY

- Thanks for your kind words! ❤️
- This week's reminder ✨❤️🌈💖 you're doing great.
- Summer only ends if you let it! 🌞🌱
- We're all in this together!
- Grab your things! We're heading to the park.
- It's party time at the Switch Research office 🎉
- Don't worry – we've got you!
- Spoiler alert!
- For more info, check out...
- We're all about the science 🧐

WOULD NOT SAY

- Dear...
- Please accept our apologies
- Many thanks for your understanding
- For professionals and experts...
- This is how you need to act.
- Here are your seven steps to success.
- For more information
- Kind regards
- We'd like to offer you...

HONEST

WOULD SAY

- Burnout's tough, we've been there too.
- Negative self-talk gets in the way of relationships and holds us back from achieving all that we're capable of.
- It can be hard to know how to help others.
- It's important to say no, it could be the most important step in maintaining your mental wellbeing.
- We often feel anger and resentment towards ourselves.
- Difficult days are inevitable. But they don't have to be impossible. ❤️

WOULD NOT SAY

- Positive thinking is easy and quick!
- One quick fix can change your whole life.
- If you suffer from negative thoughts, it's time to cheer up – here's how...
- Self-love is all about shining every second of every day.
- Learn how to never have a bad day again...
- Here are the five secrets to living happily and successfully
- Don't succumb to negative thoughts, you'll regret it.

EMPOWERING

WOULD SAY

- If you're seeing this, this is your sign to take more time to do the things you love. ❤️
- We can drastically improve the most important relationship we have, the one with ourselves.
- No matter what your emotional state, you can practice mindfulness.
- Become a stronger, healthier, more resilient you.
- You were enough last week and you are enough this week too.

WOULD NOT SAY

- The only way to fix your mental health is to see a therapist.
- Your mental health needs fixing.
- Here's how to tell a friend their mental health is causing you a problem.
- Mindfulness is only for a few, special individuals, here's how to become one.
- Get exclusive access to this – it's only for a chosen few!
- Become better, and finally, live up to your potential.

EMOJIS

Switch Research frequently uses emojis in its ads, emails, sales and social copy. Emojis are not used in journals, mental health resources, blog posts, or personal stories.

They are used to add colour, humour, and personality to copy. Often, they are used as bullet points, or to represent a word alongside the word. Usually, they do not replace a word.

Generally, the emojis used are upbeat, colourful, and positive.

Five stars – ★★★★★ – are often used to indicate a positive review at the beginning of a testimonial.

Frequently used emojis: ❤️✨🍊🌈💧🧘♀️✍️💤☀️💙💖✨❤️📖🪐✅✍️

Faces often used to indicate moods: 😊😊😞😭😐

EXAMPLE: FACEBOOK AD

It's official! 🎉 This journal really does help boost self-kindness and self-acceptance! ❤️

Created with therapists and psychologists, its daily guided prompts help you crush self-doubt and negative thoughts. 😊

And now, we've got the stats to prove it. 🙌 A study found after just 91 days, people using our Self-Love Journal were 49% kinder to themselves, and mindfulness increased by 42%!

We're not surprised though... our journal uses science-based tools and techniques used by psychologists. So, of course it works!

Want to get yours, bust self-doubt and conquer self-love once and for all?
Hit the link below! 👉

Link button: Start your self-love journey today!

EXAMPLE: BRANDING EMAIL

Time to get real – are you suffering from burnout? 🤔😓

Snippet: How to tell if you're doing too much. (Spoiler: You probably are!)

Hey [name]! 🙌

How's it going? We're dropping into your inbox to remind you to take a breath, slow down for a moment, and check-in with yourself. ❤️

We're chatting all about burnout today because everyone's asking one big question...

How did everything get so busy? 😫

We've been there too – somehow you've crossed the line from being healthily busy and active, to suffering from burnout. Not sure if you've crossed that line? 🤔 Here's our guide to spotting the signs of burnout and how to deal with it.

What even is burnout? 🧑♀️

... etc

EXAMPLE: PROMOTIONAL EMAIL

Psst! 👁️ Discount inside to ignite your morning routine! ☀️

Snippet: Get 10% off for this week only!

Hey [name]! 🙌

We heard you loud and clear – morning routines are tough to nail down, especially when it comes to journaling. What do we write? Where do we even start? 🤔 And let's face it... 😴 our brains aren't always switched on that early.

Don't worry, we've got your back! Our guided journals are the perfect way to start the day. Easy prompts created with the help of a psychologist mean you'll never face a blank page again. 🙌 The perfect way to boost your confidence for the day and get you chasing your dreams.

We're giving you 10% off for **this week only**, so get yours fast!

[Click here to get your discount!](#)

etc...

EXAMPLE: PRODUCT DESCRIPTION

Feel happier and more confident with this science-based, tried and tested journal.

Proven to increase self-kindness by 49%, this 91-day journal will give you the tools you need to combat negative thoughts, crush self-judgement and start living a self-positive life!

This journal has everything you need to start decreasing negative thoughts and self-blame while boosting mindfulness and self-acceptance. Work on loving yourself with tools you can trust.

Too good to be true? We had the journal tested to prove it! Take a look at the results [here](#).

Are you ready to be more resilient, self-compassionate and mentally stronger?

Includes:

- Daily, guided prompts and activities to get you thinking
- Therapist-trusted tools and strategies to combat negative thoughts
- A beautiful A4 hardback with colourful, calming designs
- 120 pages giving you plenty of space to write, reflect and grow

THE CUSTOMER

Switch Research products are accessible for all genders and nationalities. While they tend to be targeted towards adult consumers, teenage users may also find the content accessible and helpful as they navigate a difficult transition of life.

However, based on reviews and social media engagement, the most frequent customer is female and American. The age range seems to vary, and customers range from early 30s to late 50s, with some women mentioning marriage, others mentioning early career moves, and many mentioning children. Many say they wish they had access to the journal years ago, implying an older stage in life. The following persona captures the current 'typical' consumer, however this will likely change as Switch refines its voice and target market.

Customer persona:

Mindful Margie is 55 and lives with her husband, to whom she has been married for nearly 30 years. She has two children, both now grown, and Margie is finding herself at a new stage of life. While continuing to navigate her space in her career, which she has worked hard to continue while raising her children, Margie now finds she is not needed at home as much. Her children no longer need her in the same way, she is finding it difficult to re-connect with her husband, and is struggling to cope as her body changes with age. She is beginning to doubt herself, lose her sense of self, and question decisions both past and present. Margie feels isolated, often invisible, and unsure about her ability to complete various tasks and responsibilities as well as she once did.

Margie is eager to learn more about self-development and mindfulness, having tried journaling and yoga before, but she doesn't believe in manifestation or simply thinking positively. Instead, she wants to develop self-acceptance in a way she can trust will work. She is looking for work-life balance, connection with those around her, and an acceptance of this new, ever-changing version of herself.

CUSTOMER VOICE

Phrases she would use:

- Feeling so much more in touch with my true self.
- I need this! Let's do this together.
- We all need more kindness, especially from within.
- I'm learning more about myself every day.
- Gorgeous/ beautiful/ stunning
- I'm looking to dig deep and find the kindness buried inside myself.
- It's opened up a whole new world for me.
- I need a change of perspective!
- Finally starting to believe in myself again.
- I wish I had this twenty years ago!

CUSTOMER VALUES

According to feedback, social engagement and reviews, the customers highly value the following:

- Aesthetic nature of the journal
- The feeling of being part of something bigger – whether common humanity or the sense the journal allows them to connect with others
- The spark that Switch Research provides, allowing them to connect with others in their life; friends, partners, etc.
- Being able to access both digital and hardback versions of journals
- Thoughtful, deep prompts, helpful tools in video courses
- High-quality materials

CUSTOMER VS BRAND VOICE

Currently, Switch's voice is much more fun, engaging and young than the customer's voice, however, the calm and confident tone that it uses also helps to engage an older audience.

Switch uses emojis more frequently than the customer, and while the brand grounds itself in the scientific, the customer is often more free-thinking and open to spiritual ideas, while still valuing the data and science.

The customer uses more slang and speaks in shorter sentences, and often broken sentences. The customer clearly sees Switch as a brand with authority and knowledge and appears grateful for the support the brand provides.

OTHER NOTES

- Users frequently say they either completed the journal alongside a friend, partner, or relative or that they plan to do so. It may be worth considering a marketing angle for this: content related to how two people can practice self-love side-by-side, or a specific self-love journal for couples/ friends to complete together.
- The customer currently appears to be older than the Switch Research voice. However, as this move towards a younger, friendly tone continues, the customer persona may need updating as it may attract a younger group of consumers. It will be important not to alienate the older user, who clearly has found a great use for Switch products.
- Many customers appear to be dealing with similar issues in life. Targeting these specific situations in social media copy and emails may be beneficial, so they can see how the journal could specifically help their personal situations. E.g, reconnecting in relationships, dealing with children, changing job roles.