

GIG Car Share

Voice & Editorial Support

Case study by Lillian Teague

Background

GIG Car Share, an innovative mobility solution from AAA, needed to establish a distinctive brand voice that would resonate with urban millennials while maintaining the trust associated with its parent company. As their editorial consultant, I was brought in during a critical growth phase when they were expanding from the Bay Area to Seattle and Sacramento, requiring consistent messaging across multiple markets and touchpoints.

Challenge

GIG faced several interconnected communication challenges:

- Balancing a playful, approachable tone with the professionalism expected from an AAA service
- Creating consistency across a distributed marketing team with multiple writers producing content
- Lacking standardized editorial guidelines for voice, tone, and brand expression
- Needing to maintain engagement through email campaigns, their primary customer communication channel
- Technical need to express information (pricing, insurance, vehicle features) in an accessible way

Details

Before diving into the how-to, here's what you need to know about this case study:

- **My role:** Editorial consultant, leading brand voice development and content strategy for emails, newsletters, and web content
- **Company:** GIG Car Share – an AAA mobility solution targeting urban millennials

- **Business model:** Subscription-based car sharing service requiring clear technical communication and brand differentiation
- **Challenge:** Develop a consistent editorial framework that would:
 - Balance millennial-friendly tone with AAA's professional reputation
 - Create consistency across distributed marketing teams
 - Express technical information in an accessible, engaging way
- **Scale:** Implementation across multiple markets (Bay Area, Seattle, Sacramento)
- **Content focus:** Email campaigns, app content, customer communications
- **Timeline:** 18 months of active engagement
- **Key results:**
 - Successful brand voice consistency through multi-market expansion
 - Improved marketing team efficiency and confidence
 - Positive customer feedback on communications
 - Editorial framework adoption across multiple channels beyond the initial scope
 - Handed off clear guidance to take the brand and style support in house

My approach

I developed a comprehensive editorial framework that solved immediate needs while building long-term brand consistency:

1. **Brand voice architecture and guide:** I created a flexible, scalable voice guide that defined GIG's personality traits (friendly but not overly casual, helpful but never condescending, clever but always clear) with concrete examples showing how these traits manifested across different content types and customer scenarios.
2. **Email campaign refinement:** I reviewed and refined all outbound email campaigns, establishing consistent patterns for subject lines, greetings, calls-to-action, and sign-offs that reinforced brand personality while optimizing for open rates and engagement.
3. **Emoji and visual language integration:** I guided when and how to use emojis, ensuring they enhanced rather than undermined messaging.

Results

Brand voice isn't just about sounding consistent, it's about creating a relationship that feels authentic at every touchpoint. For GIG, this meant finding the sweet spot where

playful meets professional, where convenience meets care. The right words create trust even before someone gets behind the wheel.

- Customer feedback specifically mentioned the "friendly and helpful" nature of communications
- Brand consistency maintained seamlessly through expansion into two new markets
- Marketing team reported greater confidence and efficiency in content creation
- Editorial framework became a core component of GIG's brand strategy, extending beyond initial email focus into app content, social media, and customer service scripts

Mistakes to avoid when developing voice for technical brands

When creating brand voice for companies that need to communicate technical information, here are the critical mistakes I've learned to avoid:

1. **Don't sacrifice clarity for personality.** Many brands adopt trendy, conversational voices that obscure important technical details. The key is enhancing understanding through voice, not complicating it.
2. **Avoid voice inconsistency across user touchpoints.** Technical information often appears in multiple contexts (marketing, product, support). Creating unified voice guidelines that work across all these touchpoints is essential.
3. **Don't underestimate the importance of technical accuracy.** Even the most approachable voice must maintain complete precision when conveying specifications, prices, or procedures.
4. **Beware of audience assumption mismatches.** Different segments of your audience may have varying levels of technical knowledge. Voice guidelines should account for these differences while maintaining brand consistency.

The #1 secret behind my success

If I had to identify the single factor that made the biggest difference in this project, it was my **ability to create a voice framework that made technical information feel accessible without oversimplifying it.**

Most brand voice projects focus primarily on marketing communications. I built a system that worked equally well for explaining technical features, communicating pricing structures, and conveying safety information. By designing voice guidelines that

specifically addressed how to maintain personality while discussing technical details, I created a framework that:

- Made complex information feel approachable
- Maintained the trust necessary for a mobility service
- Created consistency across technical and promotional content
- Enabled multiple writers to sound like one unified brand

This "technically accessible voice" approach meant GIG could maintain its millennial-friendly personality without sacrificing the precision and professionalism expected from an AAA service.

The question isn't "How do we sound cool to millennials?" but "How do we make technical information feel friendly and accessible while maintaining complete accuracy?"

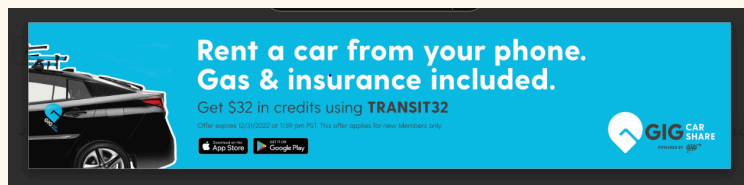
Want to see how I bring that same value to your editorial project? Let's connect!

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Up next? Keep scrolling for examples of my impact at GIG.



The Many Benefits of GIG Car Share

 **For Individuals and Families** — Gigs are a convenient, affordable option if you don't need or want to own a car. We cover fuel, insurance, and parking, while you control when and where you want to use our vehicles. Just bring it back to the HomeZone when your trip is complete.

 **For Cities** — Fewer people owning cars and instead taking Gigs for their travel needs means more parking and less traffic. That's a win for the cities and a win for the residents!

 **For the Environment** — Fewer cars on the road also means reduced emissions and better air quality. When you drive a Gig, our hybrid and electric fleet "typically produce lower tailpipe emissions than conventional vehicles do," according to the [U.S. Department of Energy](#).

Find a Special Gig (SG) in our app to save on both pay-as-you-go and prepaid rates.

Open the Gig app to view up-to-date SG discounted rates. No promo code is required, just select the snowperson pin and you'll save by the minute, hour, or day.*



[Check Rates](#)

Love that new car feeling? So do we!

Hello,

While Gig always covers fuel and parking in the HomeZone, we do rely on our Members to help keep our cars clean. Here's how to help out this Halloween! 🎃