





BT.com tone of voice principles



What we say is important



But how we say it is critical



Check out the latest phone
deals and order now


Both these statements say essentially the same thing, but we say them very differently. The first is focused on BT, the second, firmly focuses on the customer.



Start reducing your
phone bill today

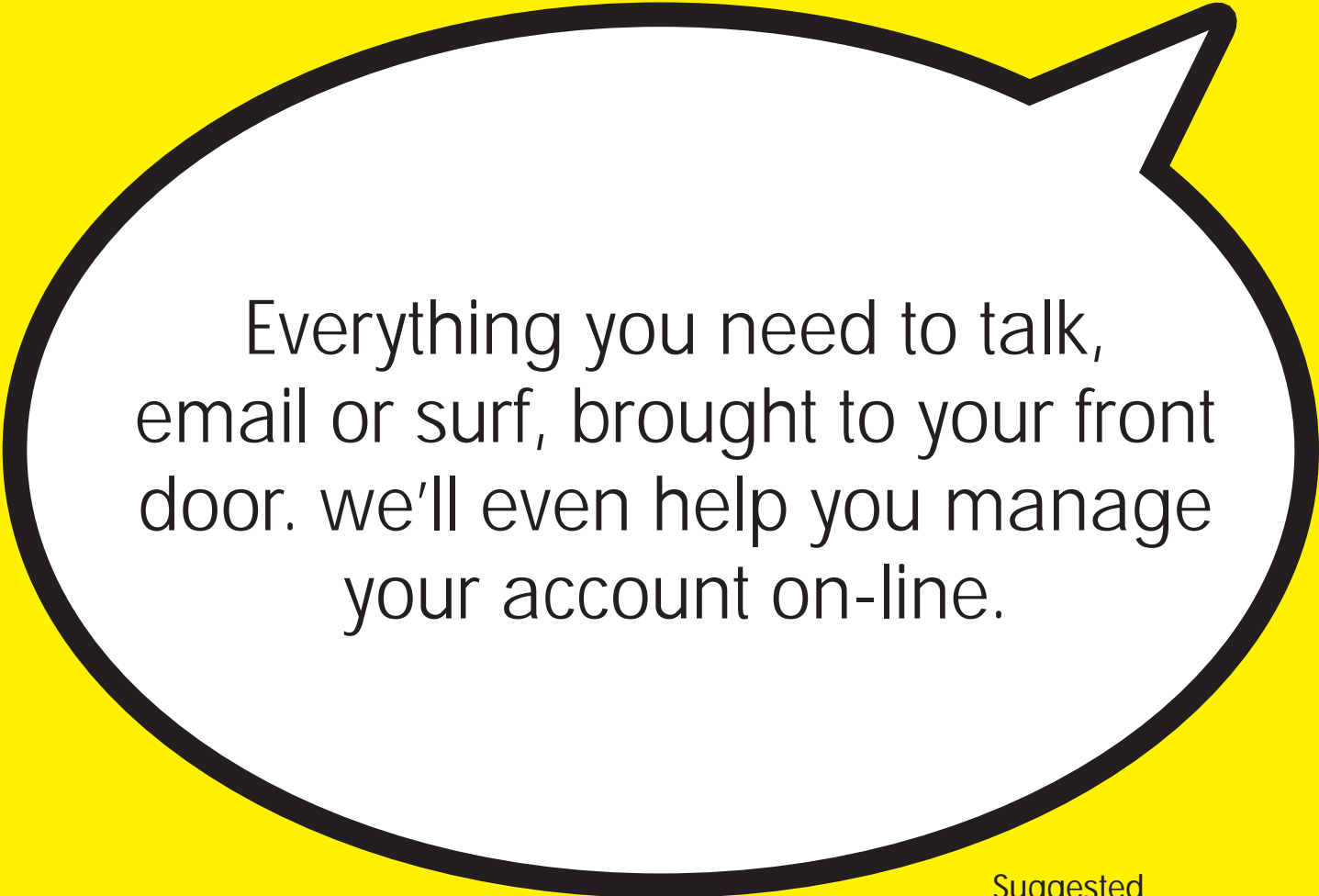
Our job is to interpret and animate the brand values that form the touchstone of BT's new on-line brand - Simple, complete, connected - and weave them in to the fabric of the entire site.

Take the following example...



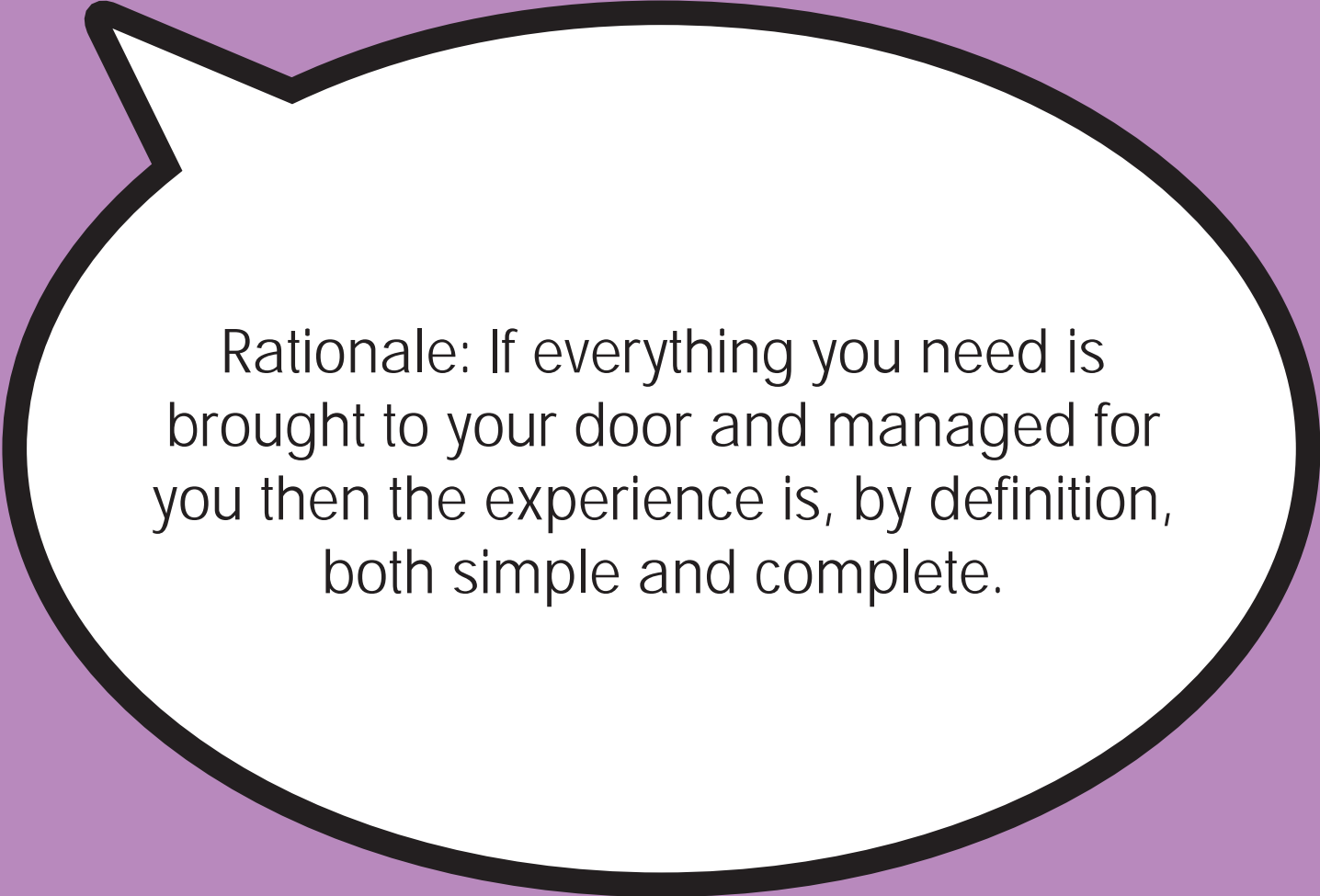
BT is bringing you together with a range of services and products to match your phone and internet needs at home. Register now for access to enhanced services, including online account management

Current

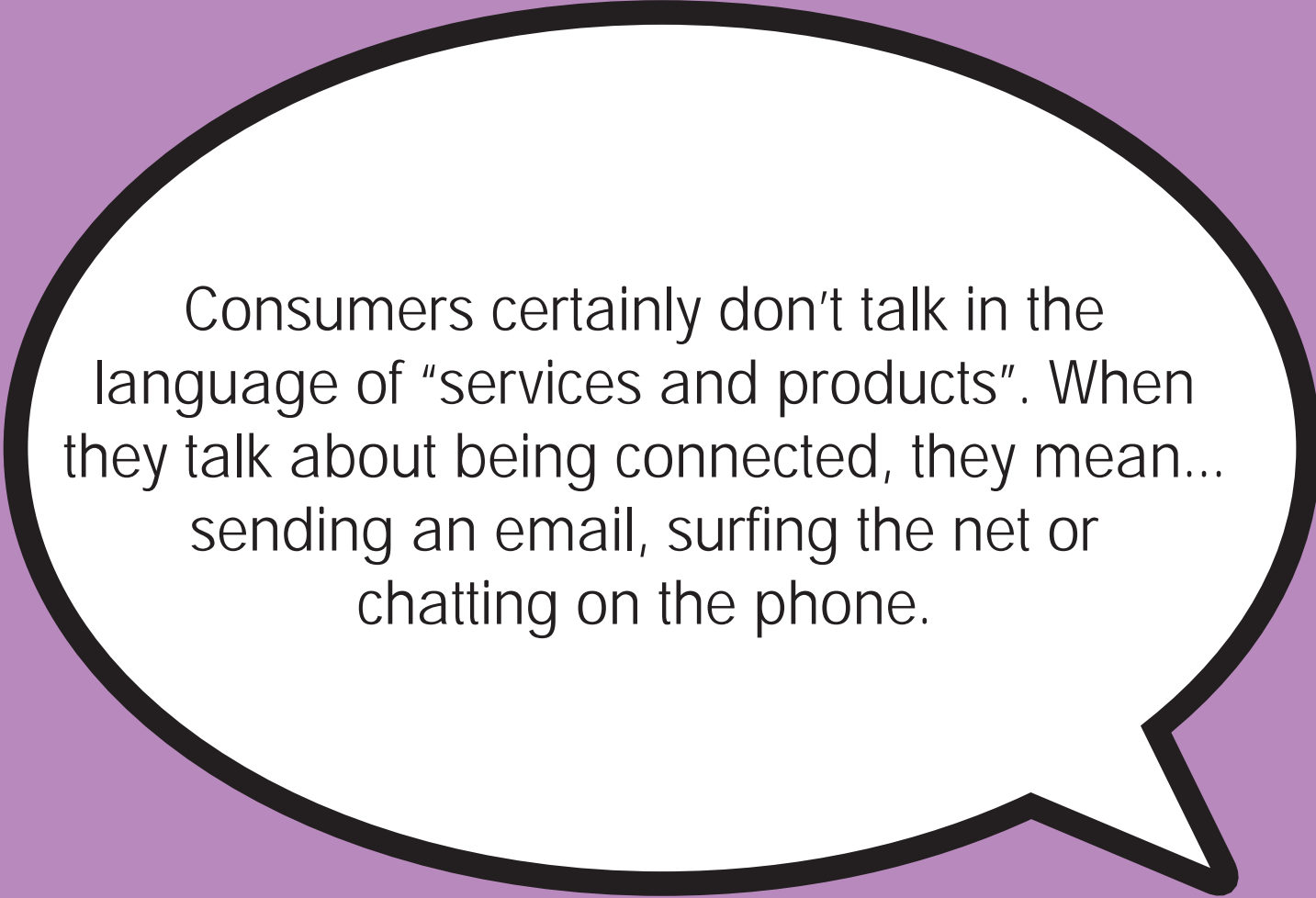


Everything you need to talk,
email or surf, brought to your front
door. we'll even help you manage
your account on-line.

Suggested



Rationale: If everything you need is brought to your door and managed for you then the experience is, by definition, both simple and complete.



Consumers certainly don't talk in the language of "services and products". When they talk about being connected, they mean... sending an email, surfing the net or chatting on the phone.



Good bye

BT.com