



Fables

x+why

Tone of Voice
Positioning

The Brief

A place for good. A driven team.
A saturated marketplace.

After the success of Mission Lit and with x+why rapidly scaling across the UK, CMO Jem McQueen understood the need for a new tone of voice.

Briefing Fables to help her find the new voice, it became clear that x+why didn't just need a voice: they needed to find a clear and differentiated position in the marketplace.



Process

Uncovering

- Competitor analysis
- Employee workshop
- Designing and delivering audience quant
- Senior leadership 1:1s
- Qualitative audience interviews

Reflecting

- Reflecting audience insights to senior leaders
- Delivering uncomfortable news
- Recommending strategic repositioning

Creating

- Creating two routes for voices and presenting to senior leaders
- Building a brand persona
- Crafting brand manifesto
- Finessing one route
- Creating tone of voice guidelines
- Designing guidelines into x+why's visual brand

Activating

- Employee workshops
- Brand activities
- Rebranding spaces



Uncovering

Four qual interviews

Key members were identified, and agreed to share their insights.

These insights have been kept confidential, but will inform the work.



I kicked off the project with a hybrid employee workshop across Birmingham and London. Through exercises around tone of voice, I uncovered some challenges around employee understanding of communication styles.

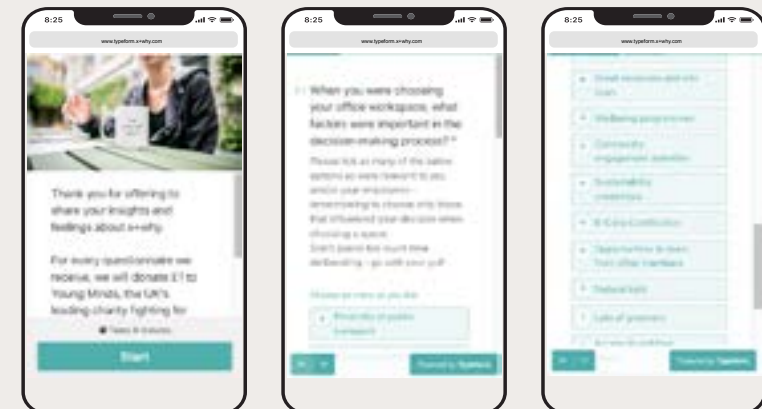
Moving onto a competitor analysis, we learned that there was space for a more purpose-driven offer and the similarity of many of the offers in the category.

With this information in mind, I designed and delivered a quantitative survey to members. This survey had an increase in response rate of around 15%, in comparison with usual rates.

Concurrently, I interviewed four key audience members and the senior leadership team. I had a live and accurate understanding of why, what, and how people perceive x+why.

WE WANTED TO LEARN WHAT PROBLEM WE WERE SOLVING FOR

- We wanted to learn why your members chose to join x+why and what they love about x+why
- In asking a two-step question, we also were able to understand if there's any **friction between the two**
- 25% of your membership replied - an increase in normal response rates.
- 20% of that audience are **decision makers**
- We've concentrated our attention on their responses



Reflecting

Both the quant and qual proved fruitful. We learned some hard and helpful truths. It's a saturated category and x+why weren't getting the right visibility.

Reflecting these findings to CMO Jemma McQueen, she understood the need to go brave and bold. To find a voice that can communicate their passion for purpose with authority.

She also saw the potential to take this lead, finally locating a simple, resonant Employee Value Proposition from Mission Lit's messaging.

Mission Lit provided the perfect voice for x+why to demonstrate their truly defensible and unique position. To enjoy their passion for purpose and making business a force for good.

We might have
something
up our sleeves.



Creating & Activating

Creating two routes, Jem and CEO Rupert Dean chose the articulation they felt represented x+why's personality.

Writing a manifesto and then a full Tone of Voice guide, I equipped x+why's team with the tools they need to bring the voice to life.

And, kicking off their training at 103 Colemore over pizza, I helped the new and growing team to write emails and newsletters, job descriptions and invitations, all with the inimitable character of Mission Lit.



Outcome

Mission Lit is building x+why's mission across the UK.

In decals outside flagship space People's Mission Hall, at workshops across the country, in job ads and performance reviews and even in a new zine, Mission Lit is helping x+why to grow its mission: for business to be a force for good.



The Review

“We decided to work with Ann to edit Mission Lit because she understood the potential of the project to act as a bold, dynamic piece of brand positioning. From the outset, Ann proved herself to be intelligent, fun and disciplined. Ann was brilliantly able to wrap her thoughts around our tone of voice and subject matter.

Ann fitted within our existing teams from the get-go, and she worked like an extension of the in-house team to get the very best out of Mission Lit. Ann’s a talented inter disciplinarian, bringing the best of her wide experience to help our project to succeed.

Ann was the savior of Mission Lit - without her, the book wouldn't exist.”

Phil Nevin,
CCO & Co-founder, x+why

The Review

"Ann is an extension of your team. She is a fantastic listener who asks thought-provoking questions.

Ann has a genuine passion for getting to the right solution for your business.

Her tone of voice work for us fed into other brand projects including our brand values and employer brand, and the wider team loved how involved they were in the process."

Jem McQueen,
CMO, x+why

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