

Antelope Inc.
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The 10 Minute Brand Voice Builder

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The 10-minute brand voice builder is a simple and scalable process to create more compelling copy using artificial intelligence.

This method can benefit businesses aiming to achieve consistent branding and establish a framework for scaling content creation with AI.

In this guide, we will address the challenges of AI-generated copy, the importance of a brand voice, and demonstrate how to quickly develop one using artificial intelligence.



The Challenge With AI Written Copy

Many discussions have focused on the benefits and limitations of artificial intelligence in producing effective copy.

It is generally agreed that while these tools are powerful and likely to become increasingly influential, they can lack the necessary understanding of a brand's unique attributes to create copy that surpasses that of a skilled writer.



Artificial Intelligence & Brand Voice

The disconnect between copy from a skilled copywriter and AI are many. However, the most frequent criticism of AI is that the copy can sound “cookie-cutter” – lacking the appropriate nuance and feel of a brand’s essence.

This nuance is commonly referred to as a “brand voice”. A brand voice is a powerful tool marketers use to create consistent and effective copy.



The Problem With Brand Voice

While brand voices are useful in theory, their utility usually breaks down due to two significant problems.

Firstly, they are generally reserved for large companies with the time and resources to build them.

Secondly, companies that have defined a brand voice can struggle to ensure it is universally applied when scaled across large distributed teams.



Defining Your Brand Voice Attributes

There are dozens of frameworks online that help brands build their brand voice. Generally, these break a voice down into attributes, which are features used to define the voice.

For the purposes of our model, we've defined the following key attributes:



Defining Your Brand Voice Attributes

For additional context, we have provided definitions for each of these brand voice attributes below:

Aspect	Description
Tone	Reflects the emotional context set by the brand's language (e.g., warm, authoritative, friendly, serious).
Formality	Represents the etiquette in the brand's communication, moving from relaxed to formal.
Humor	Delineates the use and type of humor in the brand's language (e.g., playful, witty, subtle, or none).
Emotion	Indicates the brand's ability to elicit feelings and emotionally connect with its audience (e.g., empathetic, inspiring, comforting, exciting).
Professionalism	Assesses the extent the brand's language exhibits expertise and trustworthiness (e.g., knowledgeable, credible, reliable, proficient).
Conciseness	Describes the degree of brevity and directness in the brand's communication (e.g., succinct, straightforward, terse, pithy).
Technicality	Outlines the usage and accessibility of technical or industry-specific language (e.g., jargon-filled, specialized, layman-friendly, complex).
Persuasiveness	Evaluates the power of the brand's language in swaying its audience (e.g., convincing, compelling, influential, motivational).
Storytelling	Signifies the brand's capacity to weave narratives that engage and captivate the audience (e.g., engaging, immersive, evocative, memorable).

Using Data to Define Your Attributes

If you aren't a copywriter, those attributes likely sound interesting, but hard to define for your brand. Fortunately, AI can automatically create sample sentences within each attribute, so you can fine-tune your brand voice.

In the following step-by-step guide, we've used our office neighbor Juniper Developments, a Toronto-based construction company, to help us through an example.

To support this, [we have also included the guide in Google Sheets](#), which will assist with prompts, templates and instructions for each step.

Step 1: Obtain a Simple Business Description

The first step is simple: obtain a basic yet detailed description of your company. This is critical to give Chat GPT context to build custom sample sentences to find your brand voice. Most business owners have this, but for the purposes of this analysis, we've visited the pages on Juniper's websites and pasted it into chat GPT for a summary with the below prompt.

Prompt

“Based on the below - please provide an overview of Juniper Development Group in no more than four sentences. Ensure that the description directly relates back to the text below and do not make any inferences: [copy + pasted website copy]”

Result



Juniper Development Group is a Toronto-based construction company that specializes in creating spaces with state-of-the-art designs. They collaborate with top architects, interior designers, and decorators to develop distinctive and personalized looks for their clients. Juniper takes pride in their dedicated project managers, ensuring that projects are completed on time and within budget. Their love for Toronto and deep understanding of "The Six" makes them a go-to choice for local developments.

Step 2: Build Your Brand Voice Template

To bring your brand voice to life, we have created a template with prompts and sample sentences to determine each brand voice attribute. [You can download this here.](#)

The power of Chat GPT is that you can modify this template to build out customized example sentences to find your voice.

Prompt

Below is a table used to help establish brand voice. This brand voice is broken down by the following key elements [insert attribute definitions]. I want you to adjust this table for my business, which is focused on the following: [insert company description]. Please output as a new table - and adjust the example sentences to provide examples relevant to my business. Table is below: [insert table template]

Result

See table to the right, which offers custom sample sentences for each of the attributes customized for Juniper Developments, with an open cell to enter a value on a scale from 1-10.

Attribute	Score (1-10)	Example Sentence 1	Score (1-10)	Example Sentence 2	Score (1-10)	Example Sentence 3	Score (1-10)	Example Sentence 4	Score (1-10)	Example Sentence 5
Tone		Welcome to Juniper Development Group, where design meets innovation.		Collaborate with Toronto's finest in design and construction at Juniper.		Experience the unique touch of Juniper Development Group for your projects.		Elevate your living spaces with Juniper's state-of-the-art designs.		Unleash the potential of Toronto's architectural landscape with Juniper.
Formality		Greetings, allow Juniper Development Group to bring your vision to life.		We invite you to explore our world-class construction and design services.		Juniper Development Group is dedicated to crafting your ideal space.		Experience exceptional design and construction with Juniper Development Group.		Engage with Juniper Development Group to create unparalleled living spaces.
Humor		We build walls, but we promise to never put one between us!		Juniper: Where even bricks and mortar have a sense of style!		If architects were chefs, we'd be serving up a five-star feast!		We don't just build houses, we create homes with character!		When it comes to construction, we nail it every time!
Emotional		Transform your living experience with Juniper's unparalleled designs.		Feel the difference of a Juniper-crafted space, tailored just for you.		Create unforgettable memories in a Juniper-built home.		Embrace the warmth and uniqueness of our Toronto-inspired designs.		Connect with the heart of Toronto through Juniper's personalized touch.
Professionalism		Our team of experts ensures your projects succeed from start to finish.		Trust Juniper's dedicated project managers for a seamless experience.		Experience excellence with Juniper's commitment to quality and precision.		Juniper's collaboration with top professionals guarantees outstanding results.		Rely on Juniper Development Group for on-time, on-budget project completion.
Conciseness		Innovative design, expert execution.		Juniper: Toronto's go-to for distinctive spaces.		Crafted spaces, exceptional results.		Transforming Toronto, one project at a time.		Experience design excellence with Juniper.
Technicality		Utilize cutting-edge design techniques with Juniper's experienced team.		Juniper's advanced construction methods ensure project efficiency.		Experience the synergy of top architects and designers at Juniper.		Discover Juniper's innovative approach to sustainable construction.		Juniper leverages the latest technology for exceptional project outcomes.

Step 3: Paste Values into Google Sheets

The provided table gives examples across each attribute, custom tailored for business context.

Paste this table into the included Google Sheet template.

Attribute	Score (1-10)	Example Sentence 1	Score (1-10)	Example Sentence 2	Score (1-10)	Example Sentence 3	Score (1-10)	Example Sentence 4	Score (1-10)	Example Sentence 5
Tone		Welcome to Juniper Development Group, where design meets innovation.		Collaborate with Toronto's finest in design and construction at Juniper.		Experience the unique touch of Juniper Development Group for your projects.		Elevate your living spaces with Juniper's state-of-the-art designs.		Unleash the potential of Toronto's architectural landscape with Juniper.
Formality		Greetings, allow Juniper Development Group to bring your vision to life.		We invite you to explore our world-class construction and design services.		Juniper Development Group is dedicated to crafting your ideal space.		Experience exceptional design and construction with Juniper Development Group.		Engage with Juniper Development Group to create unparalleled living spaces.
Humor		We build walls, but we promise to never put one between us!		Juniper: Where even bricks and mortar have a sense of style!		If architects were chefs, we'd be serving up a five-star feast!		We don't just build houses, we create homes with character!		When it comes to construction, we nail it every time!
Emotional		Transform your living experience with Juniper's unparalleled designs.		Feel the difference of a Juniper-crafted space, tailored just for you.		Create unforgettable memories in a Juniper-built home.		Embrace the warmth and uniqueness of our Toronto-inspired designs.		Connect with the heart of Toronto through Juniper's personalized touch.
Professionalism		Our team of experts ensures your project's success from start to finish.		Trust Juniper's dedicated project managers for a seamless experience.		Experience excellence with Juniper's commitment to quality and precision.		Juniper's collaboration with top professionals guarantees outstanding results.		Rely on Juniper Development Group for on-time, on-budget project completion.
Conciseness		Innovative design, expert execution.		Juniper: Toronto's go-to for distinctive spaces.		Crafted spaces, exceptional results.		Transforming Toronto, one project at a time.		Experience design excellence with Juniper.
Technicality		Utilize cutting-edge design techniques with Juniper's experienced team.		Juniper's advanced construction methods ensure project efficiency.		Experience the synergy of top architects and designers at Juniper.		Discover Juniper's innovative approach to sustainable construction.		Juniper leverages the latest technology for exceptional project outcomes.
Persuasiveness		Choose Juniper for a truly unique and unparalleled living experience.		Let Juniper bring your dream space to life with precision and expertise.		Trust in Juniper's proven track record of exceptional projects in Toronto.		Partner with Juniper to create the living space you've always envisioned.		Elevate your property's value with Juniper's distinctive designs.
Storytelling		Join us on a journey as we transform Toronto's skyline with Juniper's signature touch.		Imagine a world where exceptional design and craftsmanship come together, that's Juniper's vision.		Witness the transformation of your living space with Juniper's expertise and passion for design.		Together, we will craft a unique story for your home, inspired by the spirit of Toronto.		Unveil the hidden potential of your property as Juniper brings your vision to life.

Step 4: Enter Scores into Template

Using a scale from 1-10 Juniper inputted which sentences best reflected their brand. For example, the column in Humor offers 5 distinct jokes ranging in comedic style. This process helps the brand fine tune their voice.

For some business owners this will be instinctual, for others, this may require some iterations to settle on what “feels” best for your brand.

Attribute	Score (1-10)	Example Sentence 1	Score (1-10)	Example Sentence 2	Score (1-10)	Example Sentence 3	Score (1-10)	Example Sentence 4	Score (1-10)	Example Sentence 5
Tone	10	Welcome to Juniper Development Group, where design meets innovation.	9	Collaborate with Toronto's finest in design and construction at Juniper.	2	Experience the unique touch of Juniper Development Group for your projects.	5	Elevate your living spaces with Juniper's state-of-the-art designs.	2	Unleash the potential of Toronto's architectural landscape with Juniper.
Formality	7	Greetings, allow Juniper Development Group to bring your vision to life.	10	We invite you to explore our world-class construction and design services.	10	Juniper Development Group is dedicated to crafting your ideal space.	7	Experience exceptional design and construction with Juniper Development Group.	4	Engage with Juniper Development Group to create unparalleled living spaces.
Humor	5	We build walls, but we promise to never put one between us!	6	Juniper: Where even bricks and mortar have a sense of style!	5	If architects were chefs, we'd be serving up a five-star feast!	9	We don't just build houses, we create homes with character!	10	When it comes to construction, we nail it every time!
Emotional	6	Transform your living experience with Juniper's unparalleled designs.	7	Feel the difference of a Juniper-crafted space, tailored just for you.	3	Create unforgettable memories in a Juniper-built home.	10	Embrace the warmth and uniqueness of our Toronto-inspired designs.	8	Connect with the heart of Toronto through Juniper's personalized touch.
Professionalism	8	Our team of experts ensures your project's success from start to finish.	4	Trust Juniper's dedicated project managers for a seamless experience.	7	Experience excellence with Juniper's commitment to quality and precision.	8	Juniper's collaboration with top professionals guarantees outstanding results.	6	Rely on Juniper Development Group for on-time, on-budget project completion.
Conciseness	9	Innovative design, expert execution.	5	Juniper: Toronto's go-to for distinctive spaces.	9	Crafted spaces, exceptional results.	3	Transforming Toronto, one project at a time.	5	Experience design excellence with Juniper.
Technicality	2	Utilize cutting-edge design techniques with Juniper's experienced team.	8	Juniper's advanced construction methods ensure project efficiency.	8	Experience the synergy of top architects and designers at Juniper.	4	Discover Juniper's innovative approach to sustainable construction.	7	Juniper leverages the latest technology for exceptional project outcomes.

Step 5: Prompt Your Brand Voice

Using the brand voice table and the following prompt, Chat GPT's generative AI will interpret this data and build an extremely detailed explanation of your brand voice.

Prompt:

I'm seeking an analysis of my brand voice based on the attribute rankings provided. Please define each attribute, illustrate them with examples, and relate them to my business using the scores in the table. The scores should guide your understanding of my brand, but don't need to be directly referenced in your analysis. For reference, here is a definition of the company: [insert company description]. Here's a definition of each attribute [insert attribute definitions]. Please refer to the table below for attribute scores and corresponding example sentences [insert table].



I'm seeking an analysis of my brand voice based on the attribute rankings provided. Please define each attribute, illustrate them with examples, and relate them to my business using the scores in the table. The scores should guide your understanding of my brand, but don't need to be directly referenced in your analysis.

For reference, here is a definition of the company: Juniper Development Group is a Toronto-based construction company that specializes in creating spaces with state-of-the-art designs. They collaborate with top architects, interior designers, and decorators to develop distinctive and personalized looks for their clients. Juniper takes pride in their dedicated project managers, ensuring that projects are completed on time and within budget. Their love for Toronto and deep understanding of "The Six" makes them a go-to choice for local developments.

Here's a definition of each attribute:

Tone: The emotional context conveyed by our brand's language (e.g., warm, authoritative, friendly, serious).

Formality: The spectrum of etiquette in our brand's communication, ranging from casual to formal.

Humor: The presence and style of humor in our brand's language (e.g., playful, witty, subtle, or none).

Emotionality: Our brand's capacity to evoke feelings and connect emotionally with our audience (e.g., empathetic, inspiring, comforting, exciting).

Professionalism: The degree to which our brand's language communicates expertise and reliability (e.g., knowledgeable, credible, reliable, proficient).

Conciseness: The level of brevity and directness in our brand's communication (e.g., succinct, straightforward, terse, pithy).

Technicality: The extent and accessibility of technical or industry-specific language (e.g., jargon-filled, specialized, layman-friendly, complex).

Persuasiveness: The effectiveness of our brand's language in influencing its audience (e.g., convincing, compelling, influential, motivational).

Storytelling: Our brand's ability to craft narratives that engage and captivate the audience (e.g., engaging, immersive, evocative, memorable).

Please refer to the table below for attribute scores and corresponding example sentences:

Attribute	Score (1-10)	Example Sentence 1	Score (1-10)	Example Sentence 2	Score (1-10)
Example Sentence 3	Score (1-10)	Example Sentence 4	Score (1-10)	Example Sentence 5	

Step 6: Review Your Brand Voice

With the brand voice template and industry context, Chat GPT offers an extremely robust and accurate brand voice across each of the defined attributes.

This can be fine tuned, if necessary, either by changing the values in the template or simply giving feedback to Chat GPT.



Based on the attribute rankings and example sentences provided, here's an analysis of your brand voice:

Tone: Juniper Development Group consistently maintains a welcoming and authoritative tone in its communications. The language used suggests a confident and innovative approach, inviting potential clients to experience unique architectural designs that blend innovation with craftsmanship. The tone positions the brand as a friendly authority in its field, capable of redefining design boundaries in "The Six."

Formality: Your brand leans towards formal language to communicate its services. This formality denotes professionalism and respect for the clients and the industry. Nonetheless, the brand maintains a balance by incorporating some informal elements to keep communications engaging and relatable, especially when emphasizing the brand's local roots in Toronto.

Humor: The brand employs humor, but it's used cleverly and subtly, never overshadowing the professional image of the company. The humor isn't constant but appears to add a touch of personality, making the brand feel more approachable. The jokes and puns related to construction and design help humanize the brand and make it more relatable.

Emotionality: Juniper exhibits a high degree of emotionality. The brand consistently aims to evoke feelings and establish emotional connections, whether it's the excitement of creating unforgettable memories in a new home or the pride in connecting with the heart of Toronto. This ability to blend emotion with architectural design is a distinctive feature of Juniper's brand voice.

Step 6: Review Your Brand Voice

For additional context, below is Juniper's 10 Minute brand voice overview:

- **Tone:** Juniper Development Group consistently maintains a welcoming and authoritative tone in its communications. The language used suggests a confident and innovative approach, inviting potential clients to experience unique architectural designs that blend innovation with craftsmanship. The tone positions the brand as a friendly authority in its field, capable of redefining design boundaries in "The Six."
- **Formality:** Your brand leans towards formal language to communicate its services. This formality denotes professionalism and respect for the clients and the industry. Nonetheless, the brand maintains a balance by incorporating some informal elements to keep communications engaging and relatable, especially when emphasizing the brand's local roots in Toronto.
- **Humor:** The brand employs humor, but it's used cleverly and subtly, never overshadowing the professional image of the company. The humor isn't constant but appears to add a touch of personality, making the brand feel more approachable. The jokes and puns related to construction and design help humanize the brand and make it more relatable.
- **Emotionality:** Juniper exhibits a high degree of emotionality. The brand consistently aims to evoke feelings and establish emotional connections, whether it's the excitement of creating unforgettable memories in a new home or the pride in connecting with the heart of Toronto. This ability to blend emotion with architectural design is a distinctive feature of Juniper's brand voice.
- **Professionalism:** Juniper's language strongly communicates its expertise and reliability. It frequently emphasizes its collaborative work with top professionals, commitment to quality, and dedication to delivering projects on time and within budget. The company presents itself as a trustworthy, reliable, and proficient partner in construction and design.
- **Conciseness:** The brand voice is generally direct and succinct, conveying key messages in a clear and concise manner. This brevity demonstrates respect for the audience's time, and it supports the brand's image as an efficient and focused organization.
- **Technicality:** The brand strikes a balance between technical language and accessibility. While it does use industry-specific language to display its knowledge and expertise, it avoids jargon-heavy sentences, ensuring that its communication remains understandable to a broad audience.
- **Persuasiveness:** While the brand doesn't overly focus on hard-selling its services, it subtly influences its audience through its professional achievements, unique approach, and proven track record. The brand persuasively invites potential clients to envision what collaborating with Juniper could create.
- **Storytelling:** Juniper's storytelling is present, but it's more implicit than explicit. Instead of crafting long narratives, it embeds its storytelling into its communication, inviting clients to imagine their own stories unfolding within the spaces Juniper creates. This approach subtly emphasizes the brand's ability to create not just buildings, but personalized environments that reflect and enhance the lives of their inhabitants.

Step 7: Put Your Voice to Use

While the brand voice is powerful as a standalone resource, this can now be used to produce custom tailed and specific copy unique to your brand voice.

Simply paste the table before prompting in the future, or work within the same chat to ask for countless branding and marketing asks and receive a branded output.



I have a video of my team starting demolition at a new home build in Forest Hill, an upscale neighborhood in Toronto. Suggest 5 video captions we can use for our Instagram account considering our above brand voice. Include relevant emojis and hashtags.



Absolutely, here are 5 suggested video captions that align with Juniper Development Group's brand voice:

1. "Laying the groundwork for greatness! 🏗️ The first step in our Forest Hill project is underway. #JuniperBuilds #TorontoHomes 🏠"
2. "Breaking down to build better! 🚧 The Juniper team is ready to elevate Forest Hill's skyline. #DesignMeetsInnovation #TorontoLuxuryLiving 🏡"
3. "Every great design begins with demolition. ✨ Join us on this journey to create another state-of-the-art home in Forest Hill. #CraftedByJuniper #TheSix 🍁"
4. "Creating distinctive spaces starts today! 🛠️ Excited to bring another innovative design to life in Forest Hill. #JuniperDevelopment #TorontoArchitecture 🌟"
5. "Demolition today, your dream home tomorrow. 🏠 Stay tuned for the rise of a new architectural marvel in Forest Hill. #JuniperMagic #TorontoHomes 🏗️"

Step 8: Compare and Contrast

Compare the previous outputs to the following prompt, which has the same request, yet lacks business and brand voice context.

The result is cookie-cutter content which lacks the proper context to accurately reflect the brand.

Admittedly, while these are good captions, over time, if the same methodology is used, the brand's voice gets lost as there is no consistency:

I have a video of my team starting demolition at a new home build in Forest Hill, an upscale neighborhood in Toronto. Suggest 5 video captions we can use for our Instagram account. Include relevant emojis and hashtags.

1. "Breaking Ground at our Forest Hill masterpiece! 🌟 🚧
#DemolitionDay #NewHomeBuild #ForestHillLiving"
2. "Watch as we transform dreams into reality! 🏠 ✨
#ConstructionInProgress #HomeBuilding
#TorontoLiving"
3. "Clearing the way for luxury living in Forest Hill! 🏡 🌳
#DemolitionInProgress #UpscaleLiving
#TorontoRealEstate"
4. "From rubble to remarkable! Witness the birth of a stunning home. 🏗️ 🛠️ #BuildingDreams
#TransformationTuesday #ForestHillBuild"
5. "Embracing change with every swing! 🔄 💪
#BuildingProgress #HomeRenovation
#TorontoBuilders"

In Summary

Defining your brand voice is critical for good copy and a key feature needed to effectively use AI.

This approach uses Chat GPT to create contextual examples to paint a picture of your brand. This process serves the dual purposes of helping you find your brand voice, while concurrently giving Chat GPT the inputs it needs to write better and more consistent copy.



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Thank you.

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