

September 24, 2008

Pioneers Brand Voice

Next steps from 9/12/2008 Brand Voice Check-In

For approval:

- “The Purpose of Brand Voice” — to be rewritten, as per our conversation
- 3 Brand Voice attributes (Confident, Committed, Connected) — approved

Next steps:

- Before-and-after examples for each Brand Voice attribute
- Useful vocabulary
- General writing tactics

- Review Brand Voice purpose statement
- Review how we created the Pioneers Brand Voice
- Review Pioneers Brand Voice attributes and tactics
- Review Brand Voice checklist
- Useful vocabulary
- Before and after examples
- Writing tips and tricks

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LEGACY



LEGACY



LEGACY

Our legacy belongs to all of us, and one thing we all know is that there's always more to achieve.



What our Brand Voice will do for Pioneers

Statement of Purpose

Look at everything we've accomplished! Now that we've created the **legacy**, how do we plan to **pass it on**? The challenge of the Pioneers Brand Voice is to connect the **new, modern, vibrant look** of the brand to the Pioneers we know and love.

Our rich heritage is the launchpad for our brand, and everything we do today guarantees our **enduring success** tomorrow. We must be able to talk about our deep roots and shared values in a **fresh, confident, energetic** way that reflects the strength of our network and our commitment the future.

We are all connected by **our shared values** of Loyalty, Friendship, and Service. By speaking in the same voice, we will show the world **the power of that bond**. Our Brand Voice, built on both our new Visual Identity and our Brand Pillars, will be the **bridge to link** the Pioneers of tomorrow to the **tradition of excellence** established by today's Pioneers.

We are proud of our past successes, but must build our confidence in the future. Every time we mention our legacy, we need to talk about what lies ahead.



Leveraging our Legacy

Balancing past accomplishments and future achievements

When using these words to talk about

past accomplishments,

keep the focus on the future

Past Accomplishments

heritage, legacy, strength, confidence, trusted, loyal, dependable, dedication, impact, understanding, shared values

by also using these words to talk

about what we plan to do

to continue our tradition of excellence.

Future Achievements

partnership, advocate, future, forward-thinking, mobilize, take action, improve, build, develop, change, critical, crucial, vital

For example: Dedicated to making an impact on the communities we serve, we take action by constantly developing new programs that build our longstanding legacy of working together to change lives.

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Tools

We used three tools to create the Pioneers Brand Voice:

Our brand pillars

Our visual identity

Our collateral review
(advantages and
opportunities)

Current Pioneers Collateral

Advantages

We've identified several features of the current Pioneers collateral that are working well to communicate the Pioneers brand. They are:

Enthusiasm

- “*October Madness* and the International *Project Connect* Tournament are back!”

Urgency

- “As the needs of our communities grow, we must be prepared to meet them”

Confidence

- “We know we must continue to meet the ever-changing needs of the communities we serve”

Respectful attitude

- “Your ongoing commitment is very much noticed and appreciated”

Current Pioneers Collateral

Opportunities

We've identified some new directions to help us better communicate the Pioneers brand. They are:

Energy

- We have a lot of energy in our current collateral, we just need to focus it a little. More dynamic verbs will lend more movement and feeling to our writing, versus static verbs like “ensure” and “enable,” which often pop up in current collateral. Also, more powerful vocabulary choices will add feeling to our words.

Brevity

- People are more likely to continue reading a piece if the sentences are short and easy to read. We can better engage our audiences by avoiding long, dense sentences.

Sincerity

- Sometimes we go a little overboard with our respectful attitude, and it can sound false. We can rein in some of our more flowery language and speak in a more straightforward way, while still communicating our appreciation.

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Proposed Pioneers Brand Voice attributes

To bring the Pioneers brand to life, we communicate in a way that is:

Confident



Proposed Pioneers Brand Voice attributes

To bring the Pioneers brand to life, we communicate in a way that is:



Committed

Proposed Pioneers Brand Voice attributes

To bring the Pioneers brand to life, we communicate in a way that is:

Connected



Brand Voice Attribute #1: Confident

Based on initial Visual Identity Direction and Brand Voice Advantages/Opportunities

We Pioneers know the work we do changes lives, and we can't wait to tell the world about it. We grab attention with strong statements that clearly illustrate the effectt we have on the communities we serve, and we're not afraid to make bold claims about the impact of the work we do. We speak positively about the future, using powerful vocabulary and dynamic verbs to add enthusiasm, energy, and movement to our writing.

Initial Visual Identity Direction:

- Modern
- Vibrant
- Energetic
- Forward-looking

Brand Voice Advantages:

- Enthusiasm
- Confidence

Brand Voice Opportunities:

- Energy

Source: Interbrand Analysis

Brand Voice Attribute #2: Committed

Based on supporting elements of the Brand Pillars and Brand Voice Advantages/Opportunities

We Pioneers are devoted to the communities we serve, and we know we couldn't do it without you. We speak passionately about the work we do, inspiring others to join us in making a difference. We constantly seek to communicate the urgency and importance of your contribution, and deeply appreciate your participation in our cause — but we're always genuine in the way we express ourselves, never over-the-top.

From the Brand Pillars:

"We move those in need from adversity to achievement"

- Serves those in need unconditionally
- Demonstrates perseverance and commitment

"We make a difference in the communities we serve"

- Effects real, tangible impact

Brand Voice Advantages:

- Urgency
- Respectful attitude

Brand Voice Opportunities:

- Sincerity

Source: Interbrand Analysis

Brand Voice Attribute #3: Connected

Based on supporting elements of the Brand Pillars and Brand Voice Opportunities

We Pioneers believe in connecting people and building relationships. When we speak on behalf of our brand, we create a rapport with our audience, drawing them in so they can see the world through our eyes. We engage our readers by asking questions and respect our readers' time by speaking in a straightforward, approachable way that's easy to understand.

From the Brand Pillars:

"We move those in need from adversity to achievement"

- Immediately mobilizes local groups

"We make a difference in the communities we serve"

- Connects Sponsor companies with local communities

"We take an authentic, grassroots approach"

- Enables intimate connections with those I help
- Allows me to develop deeper social, professional and family relationships

Opportunities:

- Brevity

Source: Interbrand Analysis

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Pioneers Brand Voice Checklist

Review your message against the three Pioneers Brand Voice attributes.

Is your communication -

CONFIDENT

- Does it grab attention with strong statements?
- Does it use dynamic verbs and powerful vocabulary to add movement to our writing?
- Does it speak positively about the future?

COMMITTED

- Does it speak passionately about the work we do?
- Does it communicate the urgency of the needs we serve?
- Does it express our appreciation, without “killing them with kindness”?

CONNECTED

- Get straight to the point, without unnecessary words or phrases?
- Engage readers by asking questions?
- Use approachable, conversational language?

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Pioneers Brand Word Bank

Which words can we use to express the brand pillars?

Tonality

We move those in need from
adversity to achievement

Communication Tactics

understanding, shared values, partnership, advocate,
future, forward-thinking, mobilize, take action, improve,
build, compassion, generate, develop, change

We make a difference in
our communities

heritage, legacy, strength, confidence, trusted,
community, loyal, connection, united, responsive, healthy,
relationships, critical, crucial, impact, vital, involve

We take an authentic
grassroots approach

commitment, dependable, local, dedication, service, work,
support, participate, volunteer, share, true, genuine,
sincere, personal, heartfelt, truly, meaningful, hometown

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Web Collateral



Web collateral — Opportunities to improve

History

Connecting to our Communities

TelecomPioneers is the world's largest corporate volunteer organization, a dedicated group of more than 620,000 men and women committed to serving their communities throughout the United States, Canada and beyond.

Founded in 1911 as the Telephone Pioneers of America, the group changed its name to TelecomPioneers (one word) in 2002. The name change was instituted to better reflect the evolution of the companies that sponsor Pioneers. Once known for providing basic telephone service and products, today these companies have grown to encompass the vastness of telecommunications.

And as long as there is a need, no matter how large or how small, Pioneers in the United States and Canada answer the call for help in every way imaginable.

In 2005, Pioneers introduced "Project:Connect." A series of seven web-based games, Project:Connect enables students in fourth through seventh grade to have fun while learning lessons in the telecommunications products and services provided by the sponsoring companies of TelecomPioneers.

Whether it's a cash donation to support a homeless shelter or a one-on-one tutoring project to battle illiteracy, Pioneers offer a conduit through which their sponsor companies can contribute to the well-being of the citizens who comprise not only their customer base, but their pool of potential employees.

Brand Voice Checklist

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Web collateral — What our new Brand Voice looks like

History

Connecting to our Communities

TelecomPioneers is the world's largest corporate volunteer organization. Founded in 1911 as the Telephone Pioneers of America, we're now more than 620,000 strong — men and women committed to serving our communities in the United States, Canada and beyond.

As long as there's a need, no matter how large or small, Pioneers in the United States and Canada answer the call for help in every way imaginable.

We changed our name to TelecomPioneers (one word) in 2002, because we wanted to better reflect the evolution of the companies that sponsor us. Once known for providing basic telephone service and products, today these companies provide a vast number of telecommunications solutions.

But what, exactly, do Pioneers do? In 2005, Pioneers introduced "Project:Connect," a series of seven web-based games specially developed to make learning about telecommunications enjoyable. Project:Connect introduces students in fourth through seventh grade to telecommunications products and services provided by the sponsoring companies of TelecomPioneers.

Whether it's a cash donation to support a homeless shelter or a one-on-one tutoring project to battle illiteracy, Pioneers make it possible for sponsor companies to get involved with the communities they're in — giving back to their customer base, while building their pool of potential employees.

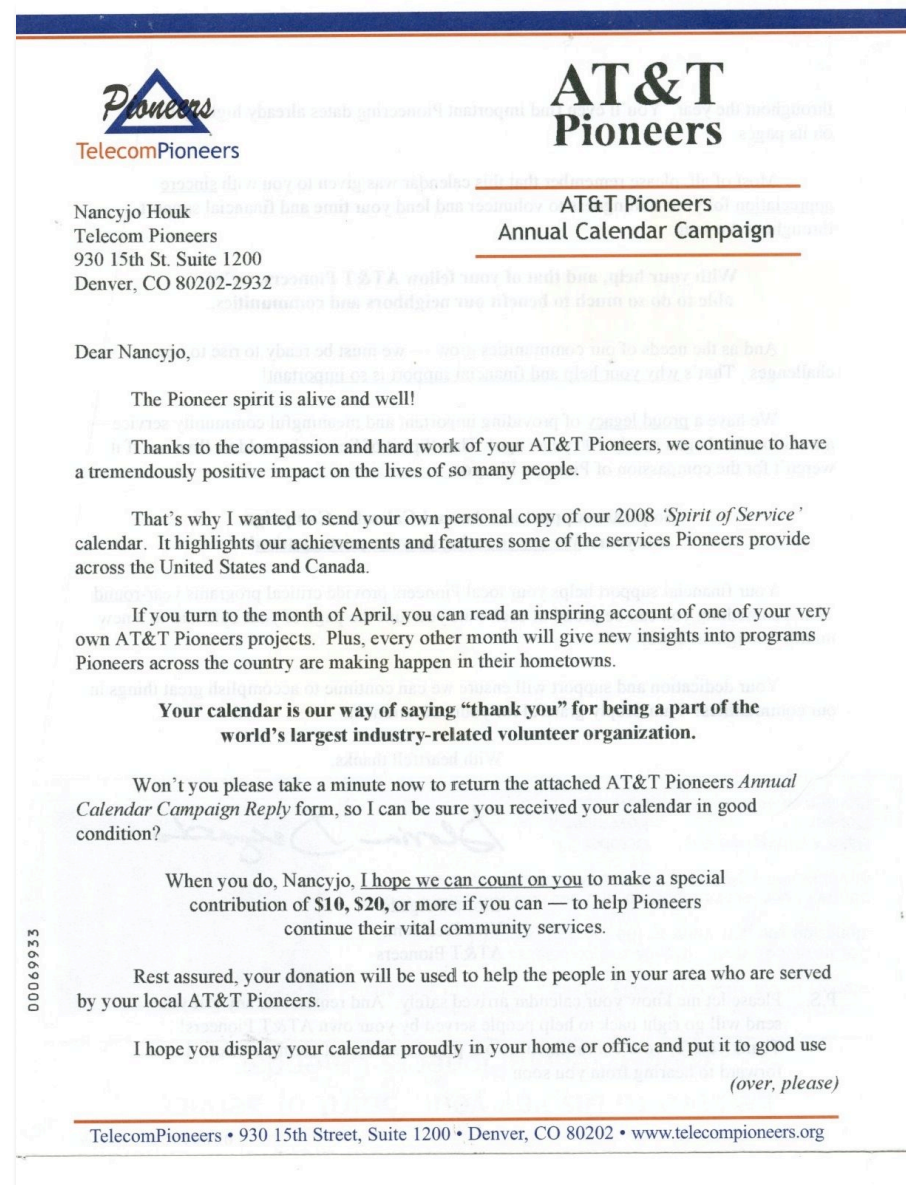
Grab attention with a strong statements. Use approachable, conversational language like “we’re” (instead of “we are,” or “Pioneers are”) and “our.” Speak positively about the future.

The active voice adds energy and enthusiasm. Use approachable, conversational language like “we,” and “us.” Get straight to the point.

Engage readers by asking questions. Use dynamic verbs to lend movement to the writing. Short sentences keep your message crisp and clear.

Get straight to the point, use dynamic verbs and powerful vocabulary, and speak passionately about our work.

Direct Mail Collateral



Direct Mail Collateral — Opportunities to improve

Dear XXXX,

The Pioneer spirit is alive and well!

Thanks to the compassion and hard work of your AT&T Pioneers, we continue to have a tremendously positive impact on the lives of so many people.

That's why I wanted to send your own personal copy of our 2008 *"Spirit of Service"* calendar. It highlights our achievements and features some of the services Pioneers provide across the United States and Canada.

If your turn to the month of April, you can read an inspiring account of one of your very own AT&T Pioneers projects. Plus, every other month will give new insights into programs Pioneers across the country are making happen in their own hometowns.

Your calendar is our way of saying "thank you" for being a part of the world's largest industry-related volunteer organization.

Won't you please take a minute now to return the attached AT&T Pioneers Annual Calendar Campaign Reply form, so I can be sure you received your calendar in good condition?

When you do, XXXX, I hope we can count on you to make a special contribution of \$10, \$20, or more if you can — to help Pioneers continue their vital community services.

[...]

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Direct Mail Collateral — What our new Brand Voice looks like

Dear XXXX,

The Pioneer spirit is alive and well!

Thanks to your compassion and hard work — and that of your fellow AT&T Pioneers — we continue to take on new challenges and positively impact the lives of the people we serve.

That's why I wanted to send your own personal copy of our 2008 *"Spirit of Service"* calendar. It highlights our achievements and features some of the amazing, innovative work Pioneers do across the United States and Canada.

See anyone you know on the April page? Check it out — one of your very own AT&T Pioneers projects. Each month features a program Pioneers across the country are developing to address the growing needs of their own hometowns.

Your calendar is our way of saying "thank you" for being an integral part of the world's largest industry-related volunteer organization.

Please take a minute now to return the attached AT&T Pioneers Annual Calendar Campaign Reply form, so I'll know you received your calendar in good condition.

When you do, XXXX, I hope we can count on you to make a special contribution of \$10, \$20, or more if you can — to help Pioneers continue our legacy of providing vital community services.

[...]

Express our appreciation, but don't "kill them with kindness." Use dynamic verbs and powerful vocabulary to add energy and enthusiasm. Speak positively about the future, and grab attention with strong statements.

Use dynamic verbs and powerful vocabulary.

Engage readers by asking questions. Use dynamic verbs and powerful vocabulary. Communicate the urgency of the needs we serve, and speak passionately about our work.

Express our appreciation and respect for our readers' time. Use dynamic verbs and powerful vocabulary.

Use dynamic verbs and powerful vocabulary. Speak positively about the future.

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Writing tips and tricks

While our Brand Voice checklist helps us make sure we always sound like Pioneers, these are basic writing guidelines for every writer to keep in mind.

Use short sentences and paragraphs.

Too many long sentences or paragraphs can be overwhelming, and easily dismissed. Our audiences have limited time to engage with us, so keep it quick. Communicate single ideas that can be understood at a glance. And if you're writing long copy, remember that a string of long sentences can put people off. Vary the pace of your writing, and add rhythm to your words by mixing sentences of different lengths.

Call to action.

We want our audiences to feel they can be a part of building the Pioneers legacy of tomorrow. By using bold action verbs to open or close a statement, we can rally our audiences to take the right steps.

Write like you're having a conversation.

Read through what you've written and make sure it sounds natural from the reader's point of view. Say "we" and "our" instead of "Pioneers." It might help to think of someone in particular when you are writing, so that your words build a rapport as with a real person.

Use the active voice.

Using the active voice means being action-oriented ("we will do this" rather than "this will be done by..."). Using passive voice can create awkward sentences, or make writing seem flat and uninteresting.

Say it right, say it once.

Use only as many words as it takes to get your message across and avoid using words that duplicate meaning. Sometimes, however, repetition can create an effect. If you do repeat something, make sure you're doing it for a good reason.

Be clear.

Be precise and say exactly what you mean. You know what information is most relevant to your message, so you don't have to put everything down on paper. And don't forget the importance of editing what you write – writing more than one draft is always a good idea.

thank you!