



BRAND VOICE

Pump up the music playlist
(yes, we do take requests).



WILD CHILD PERSONALITY

HILARIOUSLY RELATABLE • ALWAYS LOOKING UP • UNAPOLOGETICALLY PROUD

Flavor nation, take a sip on the wild side. The fearless side. We're not the sidekick, we're the main character. We crank up the energy. And we make every day feel like a Friday.

The status quo is now the status WHOA.

'Cause when you sip the good stuff, too much flavor is never enough.

wild child personality:
HOW WE ACT



voice principles:
HOW WE SPEAK

hilariously relatable

always looking up

unapologetically proud

we speak with
A WINK AND A WOOT

we speak with
SAVVY OPTIMISM

we speak with
INVITING CONFIDENCE

**hilariously
relatable**

A WINK AND A WOOT

Life's way too short to pass up the LOLs, so we milk every drop of wordplay from our copy. We'll make you chuckle, we'll make you laugh, and we might even make your eyes roll. But at the end of the day, this party is for every flavor lover, and that means you. And you. And yes, you!

**always
looking up**

SAAVY OPTIMISM

We look on the bright side and keep the good vibes going. There's no journey without a few detours, but when you start sipping on flavors as big as these, the road bumps seem a whole lot smaller.

**unapologetically
proud**

INVITING CONFIDENCE

You don't need to RSVP, because our flavor party never stops. When you pop in, we're not harsh or snarky (though we do love to tease), and we throw a friendly challenge to flavor lovers everywhere: do you, live boldly, and get down with your own sweet selves.

WE ARE

CLEVER WITH WORDS

We go big on wordplay, alliteration, and a little rhyming to keep our copy buzzing.

UPBEAT

We celebrate the good stuff with sassy humor, punchy wit, and high-energy delight.

IMAGINATIVE

Our voice is as bold and original as our flavors.



BOLD SENSORY

Our playful language brings the flavor party to life.

POP CULTURE FRIENDLY

Creamer lovers are tuned in and so are we—so music and trend references show up in our copy.

SASSY

We're not afraid to flaunt our fabulousness, and a splash of friendly teasing keeps things lively.

WE ARE NOT

SHOW-OFFS

We don't use complex vocabulary or overcomplicate our messages.

SUPERIOR OR COACHING

We bring the party, but we'd never be arrogant enough to dictate someone else's mood.

KOOKY

We're never weird or random just for the sake of being different.

OLD-SCHOOL INDULGENT

We avoid old-fashioned descriptors like gourmet, delectable, and premium.

HYPER TRENDY

We're not out to ride the cutting edge of social media. We've got nothing to prove!

SNARKY

We'll take a hard pass on shame, blame or name-calling—even as a joke. We're here to spice up the comfort zone, not push anyone out of it.



deep dive:

SASSY VS. SNARKY

SNARK: Pick the wrong creamer, and the rest of the day's on you.

SASS: Start with International Delight or mess up your whole dang day.

SNARK: Think zero-sugar hazelnut can't taste as good? That's nutty in the wrong way.

SASS: Zero sugar: one more reason to go nuts over hazelnuts.

SNARK: For when you crave flavor—not long lines and annoying baristas.

SASS: Feeling fancy without leaving the house? Take that, barista!



how to walk the line
between a tease and a turnoff?

**KEEP IT POSITIVE
AND DON'T
CRITICIZE.**

RULES

OF

WORDPLAY

When it comes to puns and rhymes, too much of a good thing can turn sour. Here are a few tips to keep a little class in our sass.



DON'T FORCE IT

Stick to good copy habits like rhythm, flow, and clarity of message

NAAAHH:

WHY CHOC-A-LITTLE WHEN YOU CAN CHOC-A-LOT?

Ultimately fails because it's not the right pronunciation of chocolate. What aims for clever lands on awkward.

WOOT:

WELCOME TO VANILLA-LA-LA-LAND



This flows playfully and easily from the natural sounds of "vanilla," while referencing a well-known movie.

READ THE ROOM

Keep vocabulary and cultural references familiar, respectful, relevant, and appealing to the ID target.

NAAAHH:

NO SIN IN CINNAMON.

Even though this is a cute pun, not everyone thinks a "sin" is something to joke about, and it could come off as offensive.

WOOT:

LIVIN' LA VIDA MOCHA.



Makes a fun reference to a song our audience is likely to know and doesn't feel too cheesy.

THE INSTANT "GET"

If you have to explain a joke, it's not funny.

NAAAHH:

LIKE THE BEST FRENCH KISS YOU'VE EVER HAD.

The tie between "French kiss" and sipping a "French Vanilla coffee" is too far apart, and the consumer must work too hard.

WOOT:

SIP ME, I'M IRISH.



Plays smoothly on the widely known expression "kiss me, I'm Irish" with cheerful humor that's an easy chuckle for the Irish Creme flavor.

voice at a
GLANCE



GENERAL (SHORT)

Go big or go back to bed.

Morning Joe, meet morning mojo.

Big sip energy.

Get down with your sweet self.

The status quo is now the status WHOA.

GENERAL (LONG)

Wake up and get down with flavors that put a little twerk in your perk.

Feeling fancy without leaving the house?
Take that, barista!

Fill your room with International Delight or
mess up your whole dang day.

FLAVOR SPECIFIC

Welcome to vanilla-la-la-land. [French Vanilla]

Livin' la vida mocha. [White Chocolate Mocha]

Sip me, I'm Irish. [Irish Creme]

A sweet, creamy dream where vanilla reigns supreme. [French Vanilla]

Tastes like heaven in a (hazel) nutshell. [Hazelnut]

You cannoli live once. [Vanilla Cannoli Creme Latte]

Zero Sugar: One more reason to go nuts over hazelnuts. [ZS Hazelnut]

We were on a coffee break! [Friends Collab]

Pour that 'nilla stat. [French Vanilla]

Vanill-ahhh that's so good. [French Vanilla]

No cares. Just caramel. [Caramel Macchiato]

Cara-Mmm-el. [Caramel Macchiato]



BACK IN THE DAY (BEFORE)



NOWADAYS (AFTER)

The taste you love, now with zero sugar and no corn syrup!

Skews on the used car salesman side—lacks originality and personality.



Are your taste buds swirling with excitement for our NEW French Toast Swirl Flavored creamer?!

Word play is a little forced; "swirling taste buds" is not a relatable expression that people actually use.

Grab your mug, grab your coffee, and celebrate the day with your favorite creamer.

Gets close to "cringe-y" positivity, lacks the "keep it real" relatability.

[Website Headings]

Products • Creamer Singles • Iced Coffee

Why be boring when we can be fabulous?

Vanilla-la-la-land: where sweet, creamy zero-sugar dreams come true.

Shows imagination and activates wordplay deliciously.

We believe in French toast for every meal, including the most important meal of the day: morning coffee.

Makes a French toast joke without "stretching" for wordplay, and brings a little irreverent sass.

Grab a hold of your closest mug and get down with your sweet self.

Life's not always perfect, but every day is a chance to add a bit of your own flavor.



Get the Goods • Aw, So Tiny! • Nice On Ice

"Inviting Confidence" means never missing a chance to let our personality sparkle.