



How Vauxhall doubled engagement, reduced timelines and achieved ROI with writer training

Vauxhall is a Top 5 UK car brand. The marketing team use extensive identity guidelines to maintain the visual consistency of their comms from multiple external agencies and in-house teams. Facing aggressive discounting by luxury brands and increased activity by economy brands, the Marketing Director planned to unify the brand's tone of voice and increase engagement for the long term. And in an ever-faster market, there was also a clear directive that the number of revisions and the development timelines had to be reduced.

Aware that new tone of voice guidelines alone wouldn't be enough, the Marketing Director turned to Verbal Identity, the London agency for extensive writer training.

Challenge

"I had more than more than 200 internal and agency content authors working on multiple projects, sitting in different locations, in different agency cultures. How could I protect my brand so they all wrote with one voice?" asked Simon Oldfield, Vauxhall's CMO.

Without that alignment, increasing audience engagement would be expensive and it would be hard to reduce the development timelines. Revising less-than-perfect copy again and again causes delay, reduces morale and makes departments less agile.

Version 2 signed off, not v.20, was the goal.

"Clear tone of voice guidelines would help, but I realised that it was time to organise and align multiple writers by developing modern brand writer training and coaching."

Solution

Vauxhall's marketing team, its agencies and Verbal Identity together successfully reduced development timelines (sometimes by as much as 65%), doubled audience engagement and developed a smoother copy development process.

Working together, the stakeholders co-created the new tone of voice and style guides in under 3 months. With all the writers already feeling ownership of the voice, the ground was set for rapid change.

Verbal Identity brought different writers together in practical workshops to practice the brand's voice. New behaviours were sustained with carefully planned 1:1 coaching, internal comms and communities of practice developed over several months.



Results

2x

Increase in audience engagement

3x

ROI for the brand writer training program

65%

Reduction in copy development time

Build engagement: start writer training.
Email Chris@verbalidentity.com



Publish 4x more content and save 'thousands' of hours

Mulberry planned to make the world aware of its wider range and its new 'see now—buy now' offering.

But how do you do that without an increase in budget for your writing team – and while maintaining a high quality?

Hear how Mulberry (and other brands including Belstaff, General Motors, and start-ups in fintech and skincare) worked with Verbal Identity to create modern tone of voice guidelines and radically increase their content production.

[Tone of voice and style guides](#)



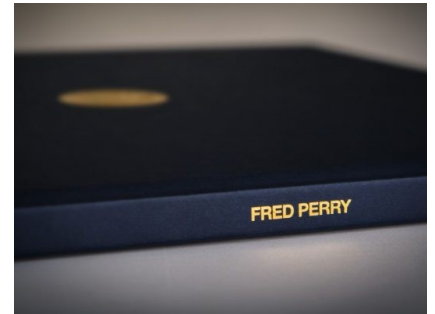
Double-digit growth from a modern brand narrative

Hunter was bought by a PE firm with big ambitions and in a hurry to create a lifestyle brand. But how do you focus on the future while still leveraging your brand's past?

A brand's narrative has to be clear and simple if it's going to harmonise your departments— but it also has to be practical.

Hear how Hunter Boot achieved double-digit growth and find out why a B2B global software firm, BASF, Belstaff and Christie's all asked Verbal Identity to create brand and corporate narratives.

[Create your brand narrative](#)



Starting with a brand-voice audit to identify 4x ROI

The challenges for the modern CMO are constantly changing. So why disrupt things further by creating new brand voice guidelines?

Our advice is don't— until you've quantified 3 long-lasting commercial gains from at least 3 different brand points.

See why Fred Perry, Alphabet, TalkTalk and a global jewellery brand asked Verbal Identity to audit their brand voice and identify their ROI before deciding whether to create new brand voice guidelines.

[Start with a brand voice audit](#)