Content Style Guide

PART OF OUR STRENGTH IS CONSISTENCY

Setting new standards.

May 2023

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MYTY

MYTY

1.
WRITING
FOUNDATION

ABOVE AND BEYOND

This guide helps us to use a consistent voice, tone, language, terminology, grammar, and writing technique in every piece of writing for MYTY across our network.

Understanding who we are, helps us to know what we want to say:

OUR APPROACH

We unite complementary skills through the targeted partnership of specialists.

OUR MISSION

We want to build the most attractive
agency network in Europe.

OUR WHY

We believe in empowering our agencies to focus on their core expertise while offering access to a truly collaborative high-expertise alliance of agencies for our clients.
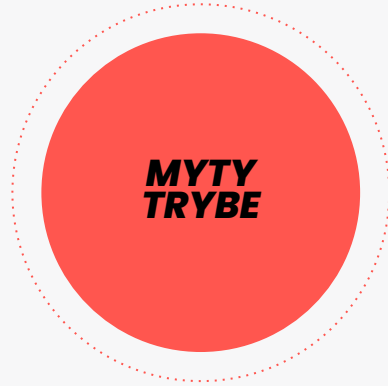
OUR CLAIM

Setting new standards together.

MYTY

Our audience can be divided into these four target groups:

MYTY TRYBE

FUTURE TRYBE

CLIENTS

MEDIA/PR

Our teams & partners
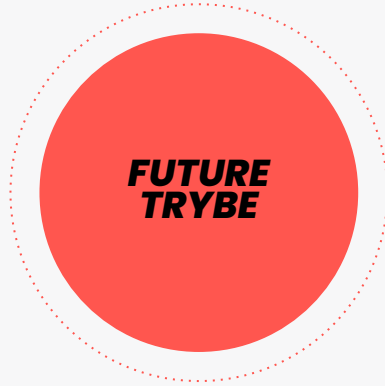
New talent & potential acquisitions

Potential clients for our agencies

Press, Tech/Marketing industry

MYTY

With every piece of content we publish, we aim to:

STRENGTHEN OUR LOVE BRAND

We aim to transform MYTY into a love brand through inspiring stories, lived values, meaningful projects, as well as trust and credibility.

STRENGTHEN OUR MYTY CULTURE

We want our teams and partners to identify with MYTY by using authentic and approachable language. We are one network and communicate on eye level.

BE AUTHENTIC

We strive to build trust with our audience by delivering accurate information and being true to our brand values and promises.

BE ENGAGING

We want to empower our audience and inspire them to engage with us, fostering a sense of community and connection.

MYTY

1.5. OUR BRAND VALUES ...

WE ARE VERSED

We value knowledge from experience. Each and every one of us is committed to the success of our projects.

WE ARE CHALLENGING

We are not satisfied to simply do things the way they have always been done. We challenge the status quo and are not afraid to produce challenging results.

WE ARE GROUND-BREAKING

We leverage our interdisciplinary connections to break new ground. We love innovation and we love figuring things out.

MYTY

Our voice is authentic

WE ARE VERSED

▷ We are all about sharing our experience and expertise. We use language that's friendly and approachable, and we're always happy to answer your questions and provide guidance. We want you to feel confident and em-powered when you work with us.

Our voice is bold

WE ARE CHALLENGING

▷ We are all about motivating and inspiring you to take action. We use language that's confident and bold, and we're not afraid to take risks or challenge the norm. We want to help you achieve breakthrough results that exceed expectations.

Our voice is inspiring

WE ARE GROUNDBREAKING

▷ We are all about being creative and innovative. We're always looking for new and better ways to do things, and we're not afraid to take risks. We use language that's inspiring and visionary, and we're always pushing the boundaries. We want to help you stay ahead of the curve and be a part of the next big thing.

MYTY

Our voice is authentic …
That means we sound:

HONEST   **PERSONAL**

HUMBLE   **GROUNDED**

OPEN   **NATURAL**

MYTY

Our voice is authentic…

Get a better feel for the word:

We speak at eye level
▷ We use we, our, you

We make it personal and don't generalize
▷ We use names, faces and personal details

We create a sense of unity
▷ Focus on approachability and identification

We are well versed
▷ We use our expertise, specialist knowledge and (appropriate) technical vocabulary

We speak like a real person
▷ Keep it conversational and avoid technical jargon and overused marketing phrases

MYTY

Our voice is bold …
That means we sound:

CONFIDENT

DIRECT

STRONG

CURIOUS

BRAVE

PROACTIVE

MYTY

Our voice is bold...

Get a better feel for the word:

We are confident and use strong words
▷ However we don't want to be harsh or confrontational

We can back up our statements
▷ We always provide tangible evidence

We keep it short and concise
▷ Our texts are as short as possible and as long as necessary

MYTY

Our voice is inspiring ...
That means we sound:

ENERGETIC

INNOVATIVE

POSITIVE

EMPOWERING

MOTIVATING

CREATIVE

MYTY

Our voice is inspiring...
Get a better feel for the word:

We use a modern language
▷ We use language suitable for the digital industry

We incorporate empowering words
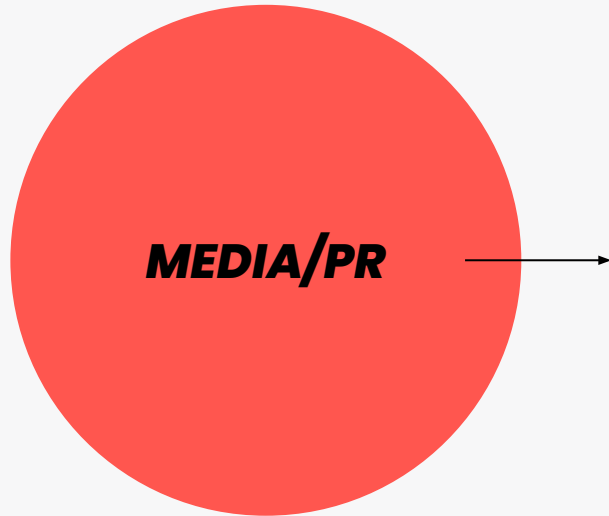▷ "We believe...", "You are capable of...", "We strive for excellence..."

We use active voice and avoid passive language
DO   Click here to get more information.
DON'T You can get more information by clicking here.

MYTY

Our brand voice will always remain consistent, but our tone may vary slightly depending on the situation, audience or content type.

MEDIA/PR

TONE: Professional, Knowledgeable, Authentic

When we communicate with the media and general public, our tone is professional and authentic. We provide accurate information and showcase our thought leadership.

→ Let's avoid overused marketing phrases.

MYTY

Our brand voice will always remain consistent, but our tone may vary slightly depending on the situation, audience or content type.
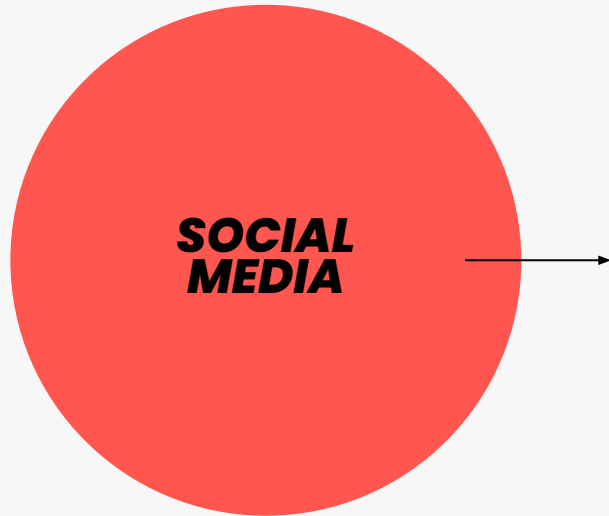
SOCIAL MEDIA

TONE: Conversational, Engaging, Authentic

When we communicate on social media our tone is conversational and engaging. We are professional but don't take ourselves too serious. We want to build a genuine connection with our followers using relatable language.

→ Let's avoid engaging in controversial or offensive discussions and maintain professionalism.

MYTY

Our brand voice will always remain consistent, but our tone may vary slightly depending on the situation, audience or content type.
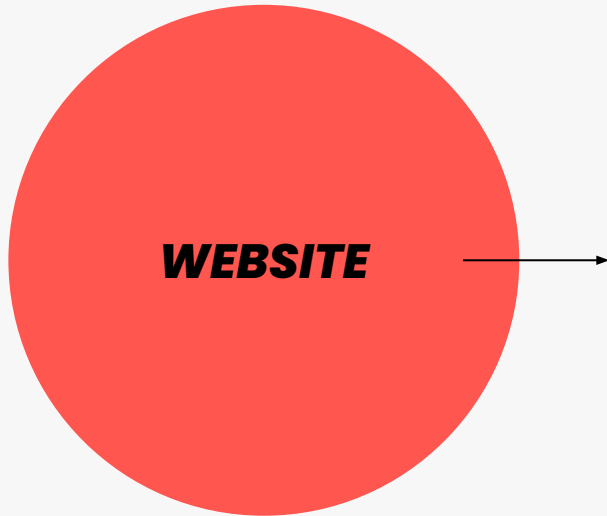
WEBSITE

TONE: Inspiring, Compelling, Authentic

On our website we are energetic and inspirational demonstrating what our network can achieve for our clients. We use persuasive language and compelling calls-to-action, guiding our audience towards taking action.

→ Let's find the sweet spot between inspiring content and the feeling of a collaborative network.

MYTY

MYTY

2.
SPECIFIC
GUIDELINES

ABOVE AND BEYOND

2.1. CONTENT GUIDELINES | ENGLISH

Our default language is English but...
- ▷ With teams & clients: national language
- ▷ In international boards/teams: English
- ▷ Mgmt Circle (partner meetings): English
- ▷ Website: English/German
- ▷ Newsletter: English
- ▷ Social Media: English
- ▷ PR: German

We communicate at eye level
- ▷ We use we, our, you

We communicate according to our target group
- ▷ Adapted to the internal/external target groups and channel

VERSED + CHALLENGING + GROUNDBREAKING +

MYTY

2.1. CONTENT GUIDELINES | DEUTSCH

Wir kommunizieren auf Englisch
- ▷ Deutsch für nur deutsche Inhalte
- ▷ Anglizismen sind möglich

Wir nutzen die Du-Form
- ▷ Zielgruppengerecht und auf Augenhöhe
- ▷ „du"/„deine"/„dich" schreiben wir klein

Wir kommunizieren aus der Wir-Perspektive
- ▷ Wir sind ein Netzwerk.

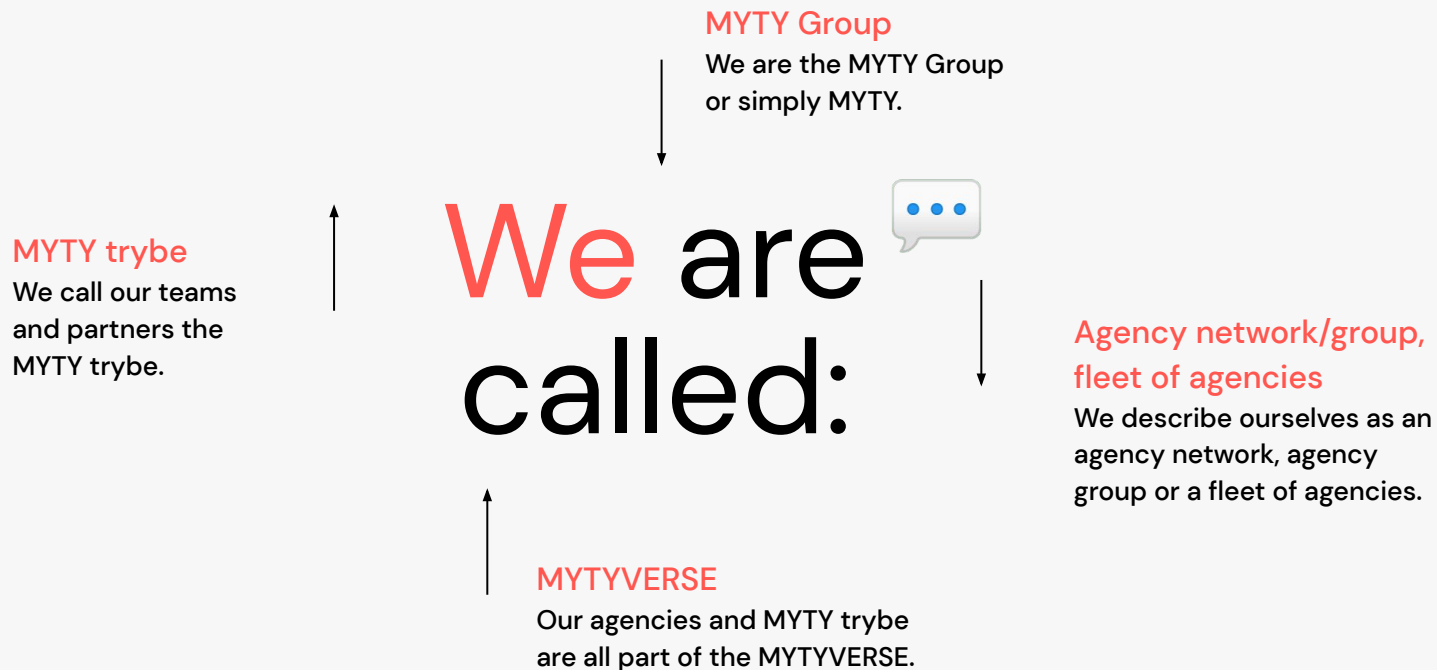**Wir kommunizieren Gender-inklusiv**
- ▷ Wenn möglich mit Gender-Doppelpunkt
- ▷ Kolleg:innen/Spezialist:innen/Kund:innen

Wir kommunizieren zielgruppengerecht
- ▷ Angepasst an die internen/externen
  Target Groups und Kanäle

VERSED + CHALLENGING + GROUNDBREAKING +

MYTY

MYTY Group
We are the MYTY Group
or simply MYTY.

MYTY trybe
We call our teams
and partners the
MYTY trybe.

We are called:

**Agency network/group,
fleet of agencies**
We describe ourselves as an
agency network, agency
group or a fleet of agencies.

MYTYVERSE
Our agencies and MYTY trybe
are all part of the MYTYVERSE.

MYTY

MYTY Group
Wir sind die MYTY Group oder einfach gesagt: MYTY

MYTY trybe
Wir und unsere Teams und Partner nennen sich MYTY Trybe.

We are called: 💬

MYTY irgendwas
Wir koppeln Begriffe in Verbindung mit MYTY nicht: MYTY Agenturen, MYTY Mitarbeitende, MYTY Netzwerk, MYTY Projekt, etc.

Agenturnetzwerk, Agenturgruppe, Flotte von Agenturen
Wir beschreiben uns als ein Agenturnetzwerk, eine Agenturgruppe oder eine Flotte von Agenturen.

MYTYVERSE
Unsere Agenturen und MYTY Trybe sind alle Teil des MYTYVERSE.

MYTY

2.3. GRAMMAR AND MECHANICS

1 **ACTIVE VOICE**
- We use active voice and avoid passive language. Example:

DO Click here to get more information.
DON'T You can get more information by clicking here.

2 **CONTRACTIONS (IT'S, WE'RE, THEY'RE)**
- We us them when the situation is more conversational. They give our writing an informal, friendly tone.
Example: Hy! It's good to have you here!

3 **NUMBERS**
- We use numerals in headlines and headers.
- In body copy, we use numerals for numbers greater than 10 and spell out numbers less than 10 (nine, etc.)

4 **TIME/ DATES**
- We spell out the day of the week and the month.
- Examples: The MYTY event will take place at 6.30 pm CET, Monday, January 30, 2023.

5 **BULLETPOINTS**
- We add periods if the bullets are sentences.
- No periods if they're fragments or a list of words.
- We capitalize the first letter of the first word regardless.

6 **COLON(:)**
- We capitalize the first letter of the following word only if it's part of a complete sentence. If it's just a fragment, don't cap the first letter of the first word. Example:
Our brand values: versed, challenging, groundbreaking
Our brand values: They help us tell our story.

MYTY

2.4. MYTY HASHTAGS

Overall, the key is to be strategic and intentional with your hashtags, and to focus on using hashtags that will help you achieve your marketing objectives.
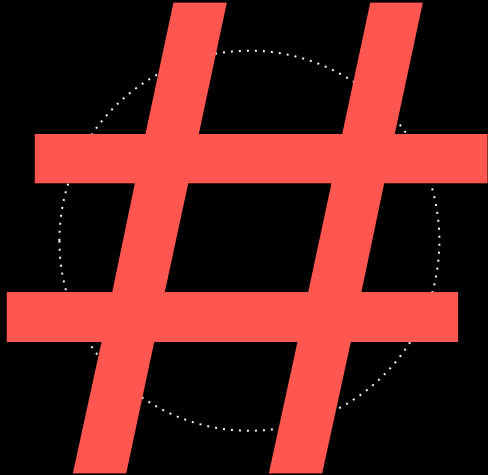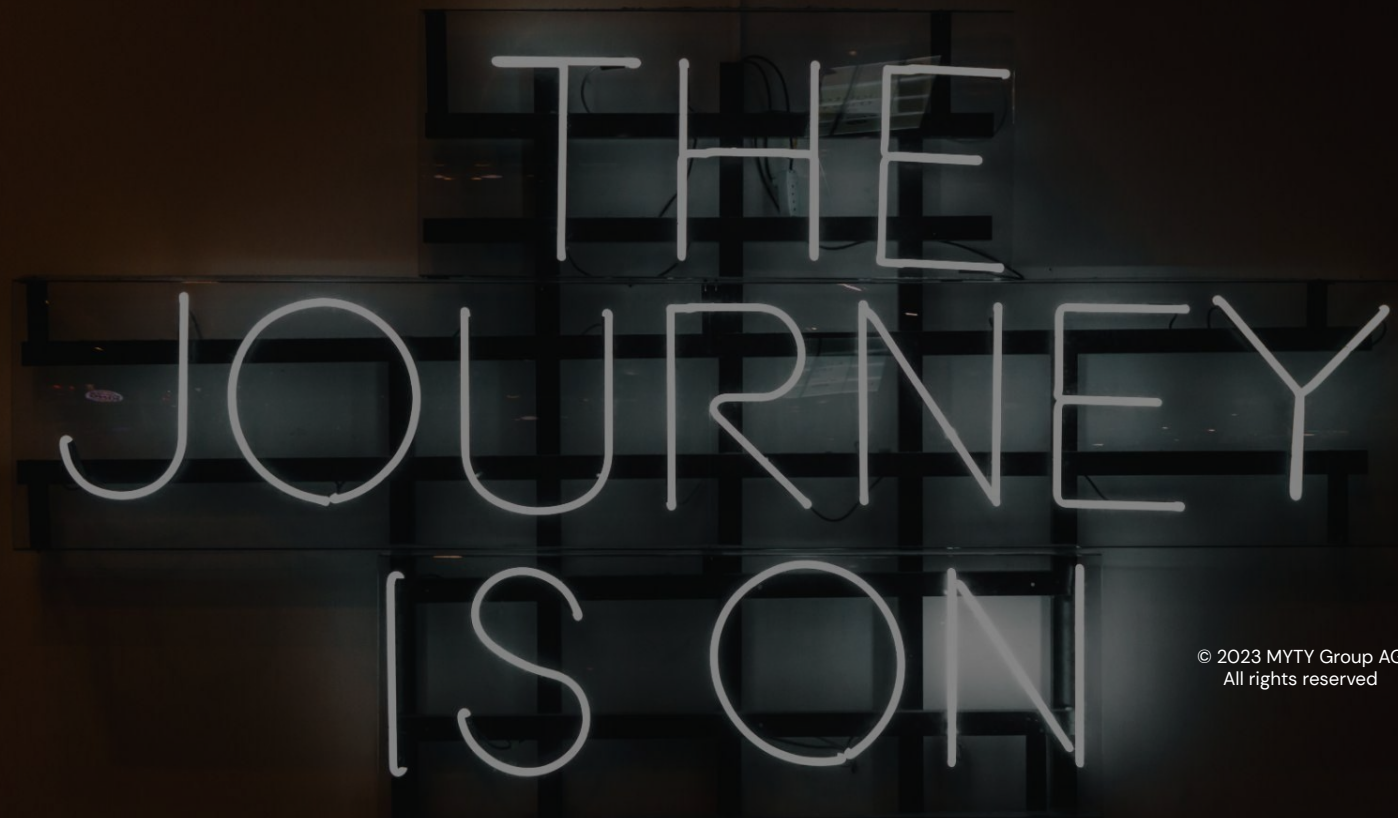
We use branded hashtags

#MYTY
#MYTYgroup
#MYTYtrybe
#MYTYagency
#MYTYmoments
#MYTYVERSE
#NetworkofOpportunities
#SettingNewStandardsTogether

MYTY

Let's get talking, MYTY trybe!

Thank you.

THE
JOURNEY
IS ON