



**BERMUDA**  
TOURISM AUTHORITY

BRAND VOICE & TONE  
STYLE GUIDE

# Lost Yet Found

This is Bermuda.

Where people welcome you with warm and open arms. Where bold flavors invigorate the soul. Where natural wonder restores the senses.

Come explore our island. Our culture, our history, our way of life. Wander off the beaten path, get lost in the moment, escape the ordinary, and find yourself right where you belong.

## **Purpose**

Use this guide as reference for writing all brand communications. Its principles will differentiate our brand and ensure cohesion between all of its offerings.



## Campaign Idea

### Lost Yet Found

### Our Promise

You'll get the most out of Bermuda by exploring all the island has to offer. Yes, Bermuda is luxurious, but it's so much more than that. Beyond beaches and coastal scenery, you'll find a rich history and vibrant culture.

### Our Goal

Instill a sense of discovery and the promise of self-realization to get people to explore authentic Bermuda.



## Brand Position

### The Bermudian Way

Bermuda is a vibrant, culturally-distinct place where beautiful, kind, fun-loving people live with swagger and grace. Writing for this campaign takes local knowledge and local experience of what is important and treasured by Bermudians.

### Our Goal

Show an authentic view of Bermudian life, from the aspirational to the every day.

## WRITING OVERVIEW

**Travelers want to visit places with soul. Bermuda's people, culture, history and landscapes offer a great "way in" to promise travelers a unique and fulfilling trip. To help travelers feel faraway.**

**Be provocative**

Entertaining; edgy; conversational; hyperbolic (in small doses); part humble; part braggadocious.

Highlight the tourism asset, but the point of a sentence is to convey the local spirit.

**Examples:**

- "In Bermuda, we don't swim unless we can see the bottom."
- "Lost in Paradise. Don't send help."

**Don't Pander**

The new brand direction aims to make people reconsider what they think they know about Bermuda, so our method is to challenge our audiences, not just gratify their desires.

Create a little tension between what we're promising, and what people have heard before (push off against fancy, preppy, getting lost in the Triangle, etc)

**Examples:**

- "Perfectly off-course."
- "Make a disappearance."
- "Crystal-clear water can still surprise you."

**Don't Oversell**

As much as possible, try not to give too much detail. Each ad is a chance to incite curiosity in the viewer.

Be subtle, and always leave the reader wanting to find out more.

**Examples:**

- "Here, nobody finds themselves on the beaten path."
- "Hiding in plain sight since 1609".

## ADDITIONAL THOUGHTS

### Be Human

Think of our brand as a person. Someone who welcomes you and leaves you eager to find out more. Speaks as friends speak. Be honest and sincere yet playful and fun. Create a consistent voice that provides insight into Bermuda's unique culture.

Don't be afraid to flex a little swagger. Bermudians are outgoing, and we should invite visitors to be outgoing too.

### Encourage Emotion

We want to capture Bermuda in new and unexpected ways. Go deeper. Showcase something different. Our language must be colorful and attention-grabbing.

### Communicate To Engage

Write as if we're speaking with a good friend. Draw emotion from our audience. Create a meaningful connection. Because travelers aren't just visiting Bermuda. They're the heroes of their own story.

### Stay Grounded

Our campaign isn't elite, or preppy. Our imagery doesn't feature wealthy East Coasters or high-class CEOs. Our language should never be prim, proper, or pompous.

### The Triangle

The legend of The Bermuda Triangle has fascinated people for generations. Don't hesitate to showcase it in the campaign. Just make sure to approach the subject in a lighthearted way.

### Come Here

Writing for this campaign requires a firm grasp of the Bermudian lifestyle as well as a thorough knowledge of the island itself. To leverage the brand voice to its full effect and produce impactful content, we highly advise that copywriters/creatives:

- Work in tandem with Bermudian residents and locals when producing content. Gain an understanding of Bermuda from their point of view. These warm, welcoming people are an invaluable resource to our campaign. So, engage them. Create a dialogue. Ask questions. Take suggestions. And, above all, listen.
- Visit the island. Become immersed in its sites, sounds, and tastes. Don't be afraid to get a little lost. Your personalized Bermuda experience will create inspired, meaningful content.

### Spelling and Grammar

- We use British standards when talking to our audience.
- We do not use the term "tourist," we prefer "traveler," "visitor," or "guest."
- We do not use the word "authentic" in our copy. We display authenticity through imagery and other visual assets. Writing should complement these visuals, not the other way around.

## MESSAGING PILLARS

## These are some of the main promises we can make.

### The People

Interacting with residents is one of the things travelers cherish most about visiting Bermuda. Residents are friendly, funny, have great advice about what to see and do, and love sharing their island with visitors.



### The Architecture

Bermuda feels so wonderful because of its unique architectural features. Design influences range from European to the Caribbean, and every built environment is imbued with local ingenuity. Americans especially would love seeing such a unique place.



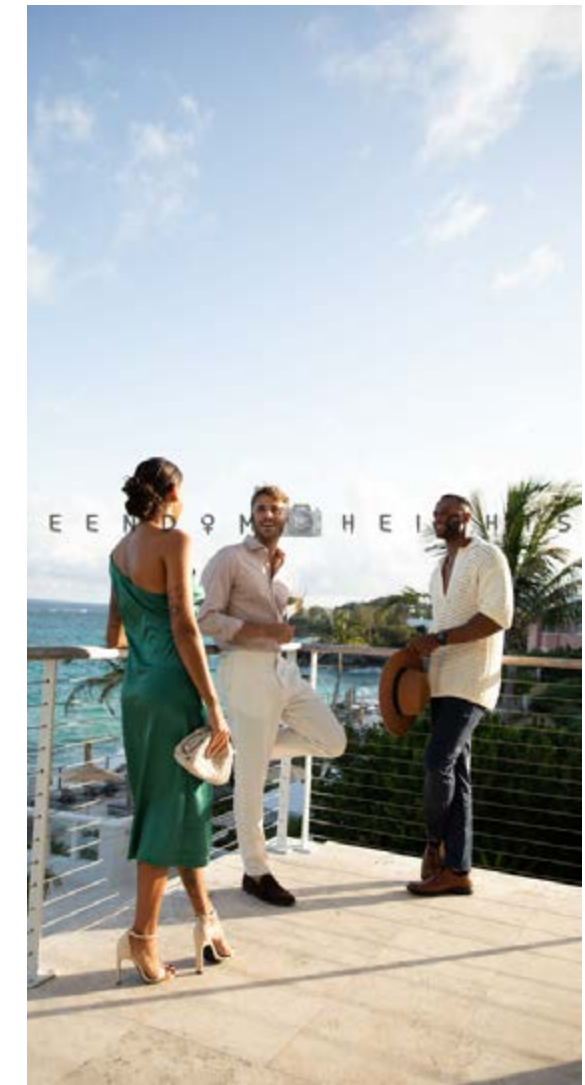
### Local Customs And Favorites

“Fun” may be in the eye of the beholder, but Bermudians sure know how to have it! Show travelers the flavors and activities that residents like best.



### Tasteful Elegance

Bermuda is a lot more sophisticated and worldly than many other island destinations, and this is an important differentiator to portray. However, we’re also fighting perceptions that Bermuda is inaccessibly expensive, so it’s important to portray Bermuda’s luxuries as they’re there when you need them (instead of suggesting luxury is the only option).



## HEADLINE VS. TAGLINE

**There's often confusion in regards to the terms "headlines" and "taglines." This confusion can often create poor brand consistency.**

### What Is A Tagline?

A tagline is a brief phrase that appears across most, if not all, of a marketing or advertising campaign.

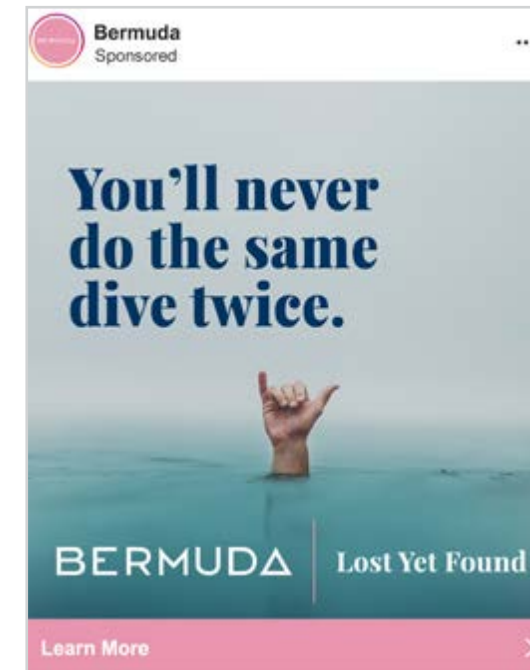
Taglines serve as a permanent expression of your brand's purpose. A good tagline is instantly recognizable.

### Tagline Examples:

- Nike: Just Do It
- Apple: Think Different
- McDonald's: I'm lovin' it
- Bermuda Tourism Authority: Lost Yet Found

### What Is A Headline?

A headline is a line of copy customized for a print or digital ad. Like taglines, headlines typically emphasize a brand's purpose. However, headlines do not appear across a full campaign. In most ads, a headline is paired with a tagline, complementing the overall execution.



### Headline

You'll never do the same dive twice.

### Campaign Tagline

Lost Yet Found



### Headline

Wander into something amazing.

### Campaign Tagline

Lost Yet Found

## AUDIENCE SEGMENT PROTOCOLS

SEGMENT	Jetsetter	Adventure Seekers	Active Families	Experience Enthusiasts	Golfers
LOOKING FOR...	The finer things in life, think they've seen it all; show them what they've been missing.	Adventure, adrenaline, anything new and different.	Bond with family, keep kids busy, enjoy a little of the culture.	An escape from monotony; to expand one's self through trying and learning new things.	The round of a lifetime - but even if they shank, the trip should still be amazing.
<b>All are looking for authentic, welcoming, unique experiences.</b>					
SEGMENT ACTIVITIES	Cuisine Deep sea fishing Golf Fashion Unique cultural events Music Themed Parties Sailing / boat charters Scuba Reef sustainability Shopping	Kite surfing Diving Scuba Caves Jungle Forts Biking Fishing Sailing (sporty) Beach Parties	Beach Parties Whale watching Kite making Exploring Biking Fishing Snorkeling Sailing Festivals Reef sustainability Caves	Cuisine Art Music Forts History Beach parties Kite making Foraging Sustainability Festivals Shopping	Golf Dining Drinking Characters Camaraderie

**Our audience segments are useful for matching tone and topic with a media placement, but our focus should be to write content for the “cultural traveler”, not the “list-ticking tourist.”**



## POTENTIAL COPY FOR SPECIFIC AUDIENCES

### Adventure Seeker

#### They Look For

Adventure, adrenaline, to prove themselves...

#### Copy Directions

Be challenging and provocative. Present the island as a place where anything can happen if you just go looking for it.

#### Headline Examples:

- "Nobody finds themselves on the beaten path."
- "Crystal-clear water can still surprise you."
- "Bet you never walked across a country."
- "The New World started here."
- "You'll never do the same dive twice."
- "A mysterious foreign country."  
(create tension by pairing with the right type of image )
- "Get together. Off the beaten path."

### Experience Enthusiast

#### They Look For

An escape from monotony; every day is an opportunity to expand one's self through trying and learning new things. We're all different, and that's what's fun about life.

#### Copy Directions

Play up the sensory, emotional and/or social benefits of getting away to experience a foreign country.

#### Headline Examples:

- "You don't have to fly far to feel a world away."
- "Lost in Paradise. Don't send help."
- "You probably never heard the whole story."
- "We drive on the left and party on the ocean."
- "We don't have strangers here."
- "Where History has a story for everyone."
- "Hiding in plain sight since 1609."
- "'Local' is the best seasoning."
- "Everything is here. Come find it."

## POTENTIAL COPY FOR SPECIFIC AUDIENCES

### Jetsetter

#### They Look For

The finer things in life, but some think they've seen it all; show them what they've been missing.

#### Copy Directions

Don't pander; challenge them to find a deeper experience than just massages and white table cloths.

##### Headline Examples:

- "Of course it's spectacular, didn't you know?"
- "Hidden gems shine brighter."
- "When's the last time a place surprised you?"
- "Finding \_\_\_ takes looking for it."  
(joy; a sense of discovery; happiness; yourself; the best)
- "North Atlantic views, Caribbean hues."

### Golfer

#### They Look For

The shot of a lifetime - but even if they shank, the trip should still be amazing.

#### Copy Directions

Beat Ireland, Scotland and Pinehurst with all the great extra things that go along with golf.

##### Headline Examples:

- "In golf, it's the bad shots that keep you coming back... but in Bermuda, it's the people."
- "Just a chip shot from the States."
- "In Bermuda, you're never far from the fairway."
- "Fast greens and cool vibes."
- "Bermuda's got narrow fairways and open arms."

## Credits & Information

This magazine was printed and bound in beautiful Bermuda.

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