

discovery+ is

FULL OF LIFE



Extraordinary stories from around the world that reflect the sheer diversity of all life has to offer.

Full of Life is a commitment to put our viewers at the heart of everything we do.

To make them jump, laugh, blush, cringe, cry, or maybe even scream.

No matter where in the world they join from, our stories will keep them coming back for more.

DISCOVERY+ IS THE STREAMING DESTINATION FOR HUMAN POWERED STORIES.

We believe in the power and possibilities of being human.

We celebrate
PEOPLE

Tell their
STORIES

Reflect their
PASSION

Our stories about people bring us closer to each other, and closer to ourselves – we just happen to do that through great television. This is what sets us apart from our competitors.

So when we write about ourselves, we write about people and their stories, and we write with *passion*.

Because we make shows that make you feel.

WE SHOW WHAT REAL PEOPLE ARE CAPABLE OF.

Whether that's scoring a hat trick, baking a cake, crossing the world for love, or committing first-degree murder.

We're part of the world in all its *unpredictable, messy, astounding, astonishing, gritty glory*.

We're right there in the thick of it. Not on the sidelines, but revelling in it. Feeling it. Living the power and the possibility of *Being Human*.

A PRACTICAL GUIDE

This Tone of Voice guide won't tell you everything about d+ but it will tell you what you need to know to connect with our customers, clients and partners.

USE IT ACROSS OUR BRAND

From editorial and email campaigns to public relations and corporate comms, this is the tone we aim for. Please use it whenever you're speaking for d+.

ADAPT FOR LOCAL MARKETS

Every culture is different, and our Tone of Voice may be adapted to suit different regions and markets. You don't have to translate literally. Instead, translate the meaning and use the words and phrases that work best in your language.

OUR TONE OF VOICE IS HOW WE SPEAK TO THE WORLD. IT SPEAKS VOLUMES ABOUT US.

If our writing is complex and impersonal, that's how people see us.

If our writing is simple and passionate, that's how we'll come across: *as passionate people* who are easy to understand and deal with. People our customers and our business partners want to be involved with.

THESE VALUES SET OUR TONE OF VOICE.

What we believe in should shine through in everything we say or write.

We always put
PEOPLE FIRST

We are
PASSIONATE

We are
CONFIDENT

We are
WELCOMING

We are
INCLUSIVE

We always put

PEOPLE FIRST

Why?

Because we're human - powered.

Without people, the story is nothing.

Which means, when you're writing about any show, make it about the people first.

Additional 'reasons to believe' can come second.

Always lead with the people, rather than what they're doing.

So, it's not about the gold, it's about those gold-obsessed diggers.

"Parker's gambling everything on gold!"

Not "With new miners, new claims and new machines, the stakes are higher than ever."

It's not about the crime – it's about the person who committed it. Or the person who solved it.

"Look into the eyes of this man. Could you read the mind of America's most notorious murderer."

Not "The murder that shocked America."

It's not about the goal, it's about the scorer.

"I don't think anybody's more surprised than Lukaku that went in – but in it went!"

Not "What a goal! That will clinch Chelsea the Premiership for sure"

We are

PASSIONATE

We put people first because we're passionate about them and their story.

Whether that's our passionate presenters, the father of quintuplets or the first-time home-buyer. Tell their story and tell it with passion.

Build your copy or your press release around that. If it sticks in your head, it'll stick in other peoples'.

"The man's a total chocoholic!"

We say it like we mean it.

"When he fell in love, he fell harder, faster and forever."

We keep it conversational.

"What the heck happened here?!" "Careful what you wish for!"

We keep it simple – short words and sentences.

"Two brides. Two mothers-in-law. But only one groom!"

We are

CONFIDENT

The less words we use, the more confident we sound.

That means our voice is always direct and honest.

We talk about our content like our viewers do, not people who work in media.

Use a simple, confident tone and direct calls to action.

Speak in an energetic, easy style - be confident.

'Master the wok with Gok.'

Rather than "Gok Wan is a culinary expert"

Always use the active tense, not the passive.

"Calling all thrill-seekers, crime obsessives, petrolheads & nature-lovers!"

Be bold. *"discovery+ Originals. We're not waiting for the next big thing. We're already making it."*

Use less words and shorter sentences for impact. Like this.

Whatever you're writing for, split your copy up with strong headlines.

Saying why to watch, not what to watch is compelling and confident.

So give the reason to watch. How will it make the viewer feel?

Maybe write it as a call to action. So, not "A brand new pulse-racing discovery + Original."

But *"Set your pulse racing!"*

We are

WELCOMING

We're friendly and approachable people that you feel you can talk to.

Genuine, down to earth, and come as you are.

We refer to ourselves and discovery+ as 'we'.

We speak in the present tense where at all possible. Even if events are in the past e.g.
"Its March 1945. The Nazis are confident the end is in sight. Too confident."

We use simple, conversational language.

"Let's do this!"

"Go get it!"

"So exciting!"

We break long sentences into short ones. Shorter phrases too.

We are

INCLUSIVE

We care about our people – whoever they are, wherever they're from.

Our customers. Our presenters.
Our sponsors.

So we speak to everyone the same way wherever they are in the world. We're inclusive and our d+ community is open to all-comers.

Passionate people show they care.

We are open-minded and tolerant so we don't take sides, pick fights or get political. That's just not our style.

Remove any personal bias which might have crept in – ask someone else – a colleague or a manager – to read over your copy just to make sure.

Be concise with words and don't confuse or exclude people by using industry jargon or acronyms. Unless you're absolutely sure everybody who's reading or hearing you will understand.

Whether you're crafting a press release, finalising a brand sponsorship deal or scripting a promo, write like you care.

DISCOVERY+ PEOPLE AREN'T DEFINED BY RACE, AGE, CLASS, OR COLOUR.

They are united by the way they approach life, no matter where they come from.

They're curious, open-minded, and open-hearted people.

They can't resist a second look.

They're interesting, quirky, energized, happy.

And we love them for it.

OUR **COMMUNITY**

This is how we refer to everyone who works at d+. Because wherever we are in the world (and we are truly global) we're united by our shared mission.

OUR **NAME**

We're comfortable with ourselves so we're more than happy to use d+ as well as discovery+, especially on social media when we see the logo as well.

It makes us sound friendly and at ease.

OUR **SHOWS**

When we talk about our programmes to the consumer, we call them 'shows'.

To our viewers, 'programmes' sounds old-fashioned, and 'content' sounds like dry industry jargon.

**If it's a drama we call it a 'drama', if it's an entertainment show we call it a 'show'.
Factual entertainment shows like Gold Rush are 'series'.**

GENERALLY, OUR VOICE SHOULD SOUND **ENGAGING** **AND RELAXED.**

Informality works well on our website, internally, on social, in direct marketing and anywhere we're directly speaking to the consumer.

HOWEVER...

...THERE ARE INSTANCES WHERE AN OVERLY FAMILIAR TONE MAY BE INAPPROPRIATE.

(e.g., to shareholders, advertisers, or regulatory bodies). That's where we should become formal.

Make headlines factual: *"discovery+ share of viewing is up 20% year on year"*

Longer sentences are fine, just be sure you're being as clear and accessible as possible.

Use technical vocabulary and abbreviations only if you're certain you will be understood.

HERE'S YOUR CHECKLIST:

- Are you putting the people first? Does the humanity shine through?
- Are you referring to discovery+ as 'we'?
- Does your copy sound like it's written by somebody who cares?
- Did you address your audience directly?
- Are sentences short. And your style easy to read?
- Are you using the present tense everywhere it makes sense?
- Is the copy as simple as can be?
- Did you drive your audience with frequent calls to action?

THIS ISN'T A BOOK OF RULES. IT'S A PRACTICAL USER'S GUIDE TO KEEP YOUR COPY ON TRACK.

Check back here often to test your tone of voice.

Can you see at least one of our values coming through in your words?

Could you dial it up to two?

If you have questions, we're here to help – you can reach out to our brand gurus across the d+ community.