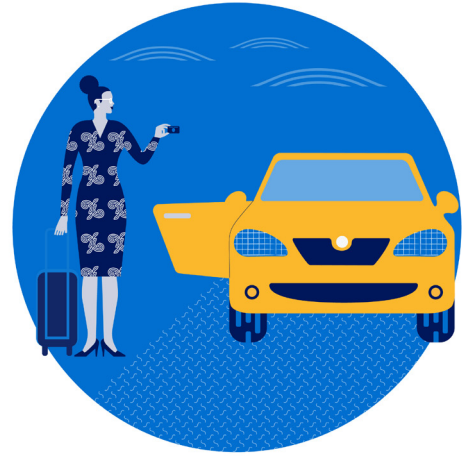


1

You wouldn't design a car without wheels



You wouldn't design a car without wheels

2

Or a plane without engines



Or a plane without engines

3

And you can't have sparkling water without...



And you can't have sparkling water without...

4



the sparkles.

5

Similarly, a brand would be incomplete without a voice.

Similarly, a brand would be incomplete without a voice.

6

What is a voice?



What is a voice?

7

Simply put, our voice defines how we communicate

Simply put, our voice defines how we communicate

8

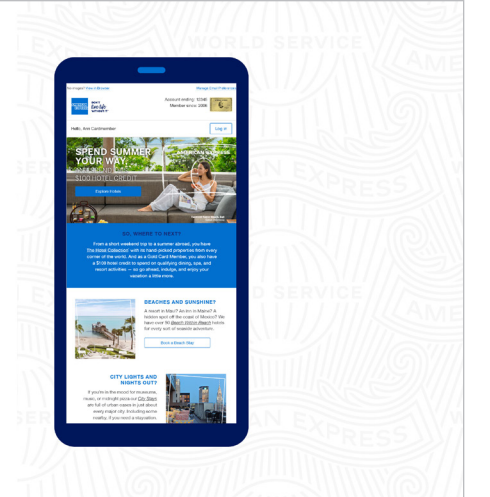
So that no matter the piece or place,



So that no matter the piece or place,

9

when someone reads what we write, they'll know it's from us.



when someone reads what we write, they'll know it's from us.

10a



**Visuals  
do part of  
the job  
in bringing  
our brand  
to life.**

Visuals do part of the job in bringing our brand to life.

10b



**Visuals  
do part of  
the job  
in bringing  
our brand  
to life.**

Visuals do part of the job in bringing our brand to life.

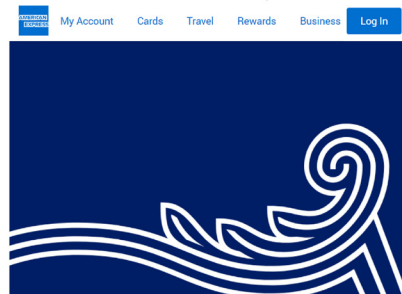
11a



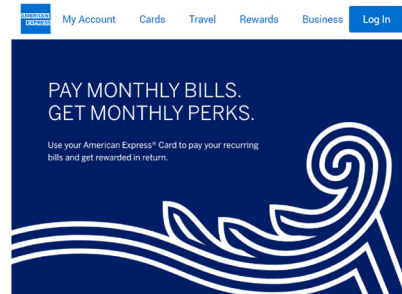
**But they  
can't do it  
alone. They  
need the  
language  
to match.**

But they can't do it alone. They need the language to match.

11b



11c



12

**Because you  
wouldn't have an ad**



Because you wouldn't have an ad

13

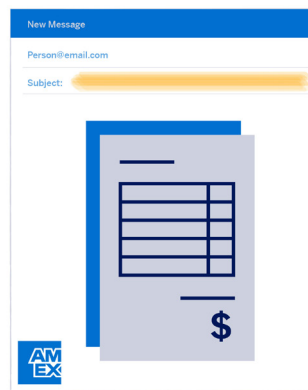
**without a headline...**



without a headline

14

**or an email  
without a subject.**

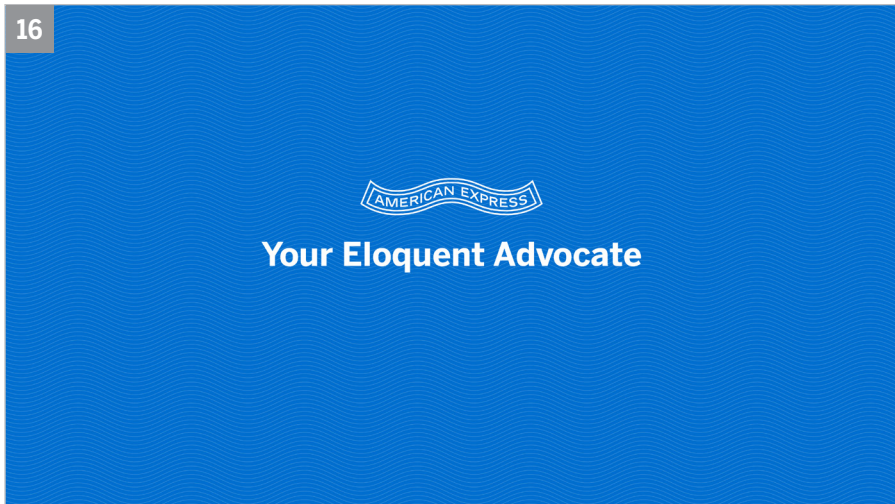


or an email without a subject.

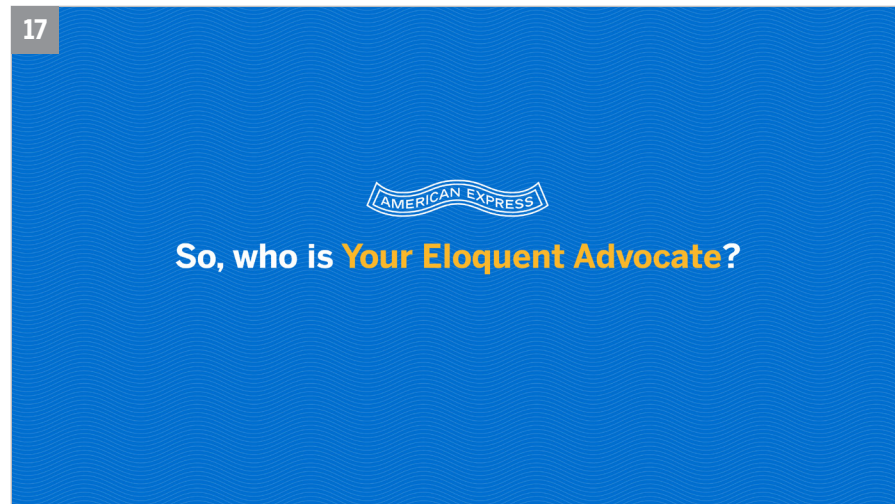
15

**So, let's get formally introduced  
to our voice.**

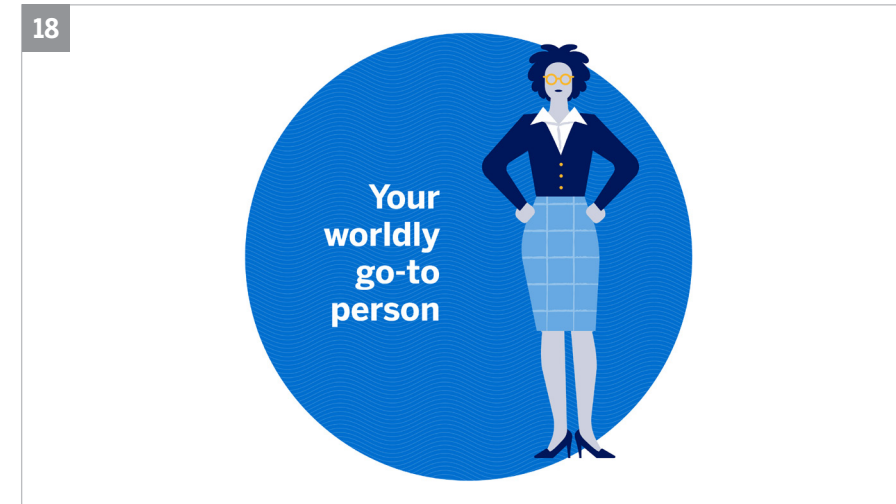
So, let's get formally introduced to our voice.



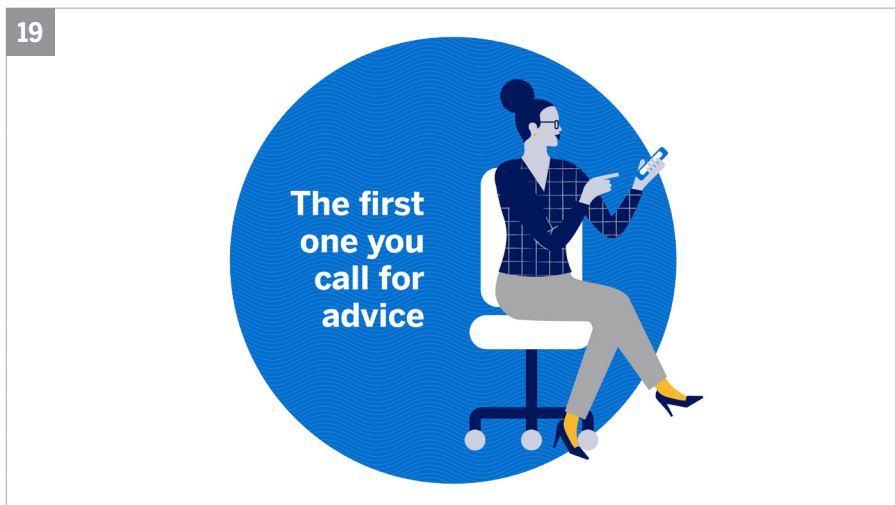
We sum up our voice in a simple persona:  
"Your Eloquent Advocate"



So, who is Your Eloquent Advocate?



Your worldly go-to person



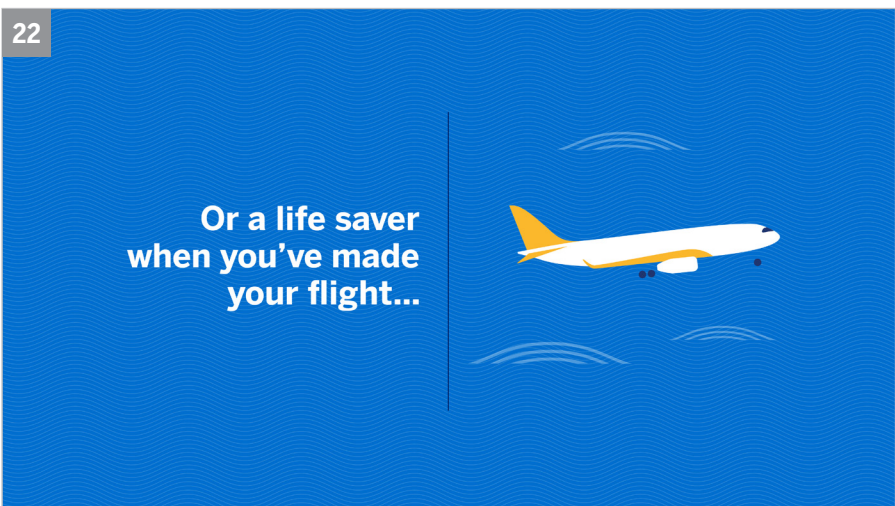
The first one you call for advice



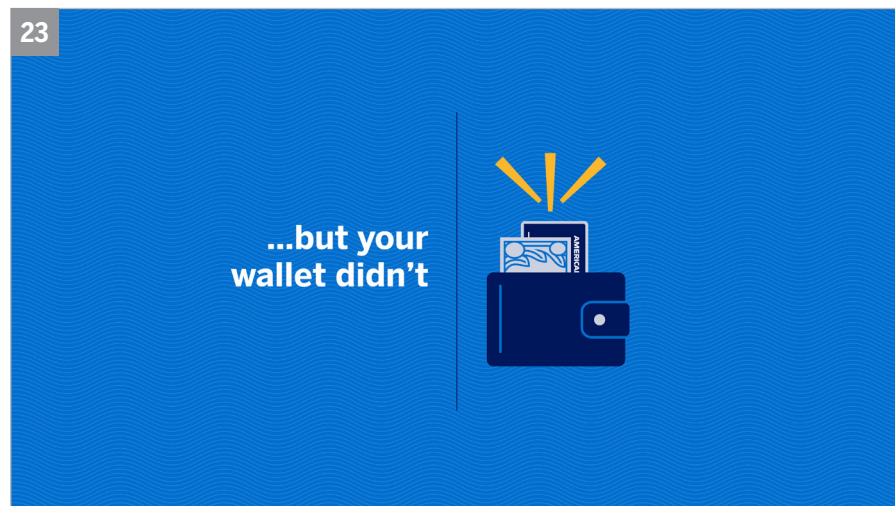
Whether you need a guide to personal finance



A hidden-gem hotel for your Thailand trip



Or a life saver when you've made your flight...



...but your wallet didn't

24



**You can trust us to put you first,**

You can trust us to put you first,

25



**tell you what you need to know,**

tell you what you need to know,

26



**and use our strength to help you  
take your next step**

and use our strength to help you take your next step

27



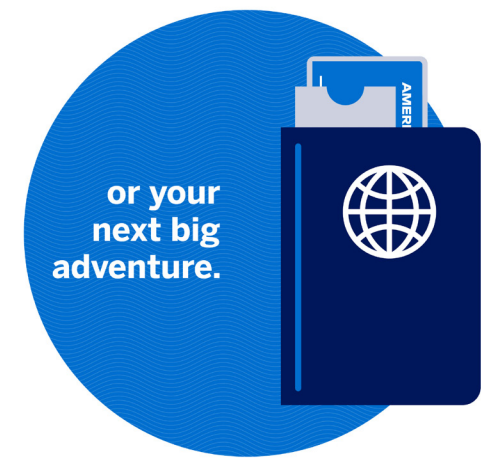
Whether that's your next Card,

28



your next business,

29



or your next big adventure.

30

**Backing to thrive**

Like we said, our voice helps bring our brand to life

31

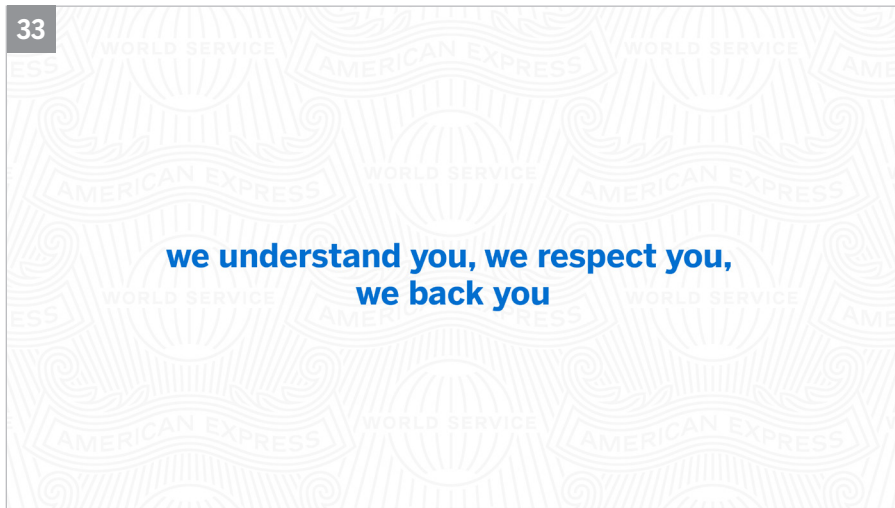
**we understand you, we respect you,  
we back you**

And each part of our voice is intentionally linked to one of our brand behaviors: We understand you,

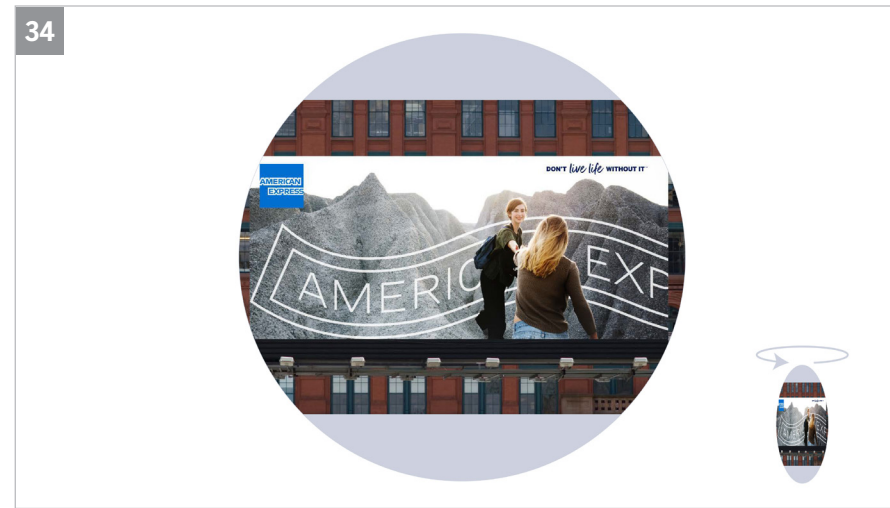
32

**we understand you, we respect you,  
we back you**

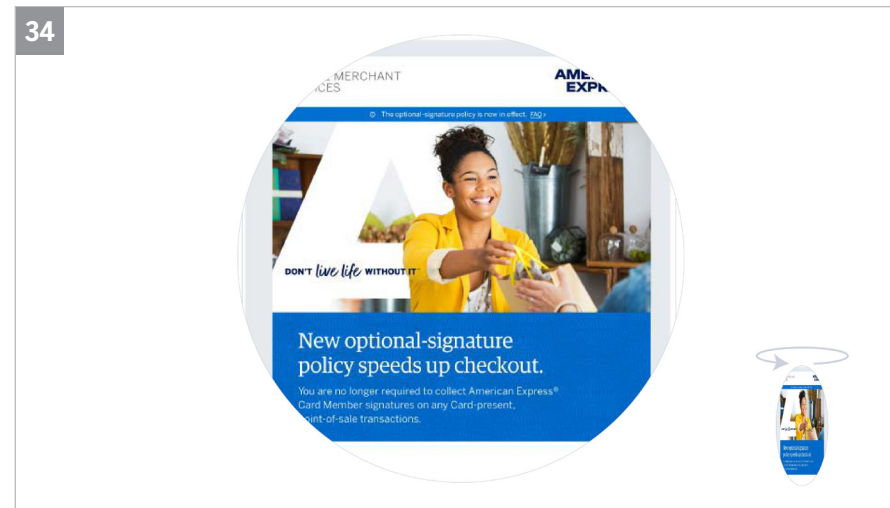
we respect you,



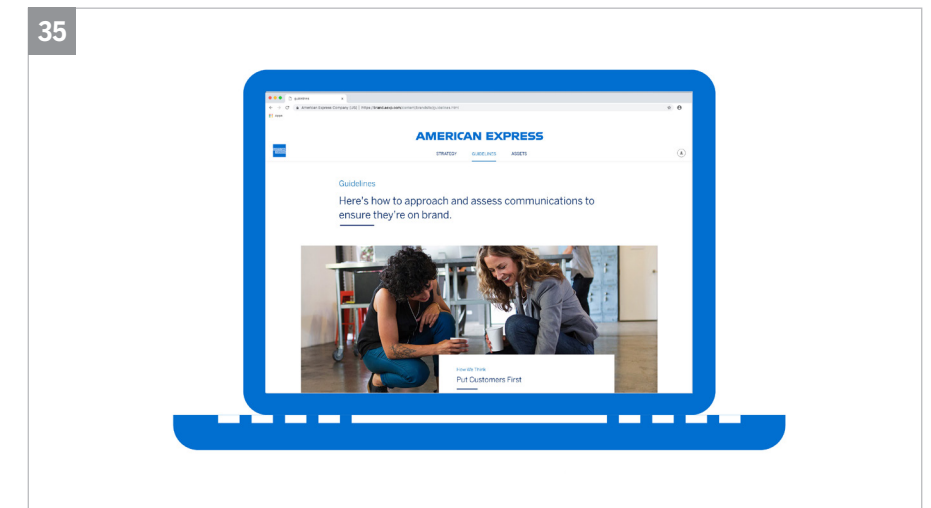
we back you.



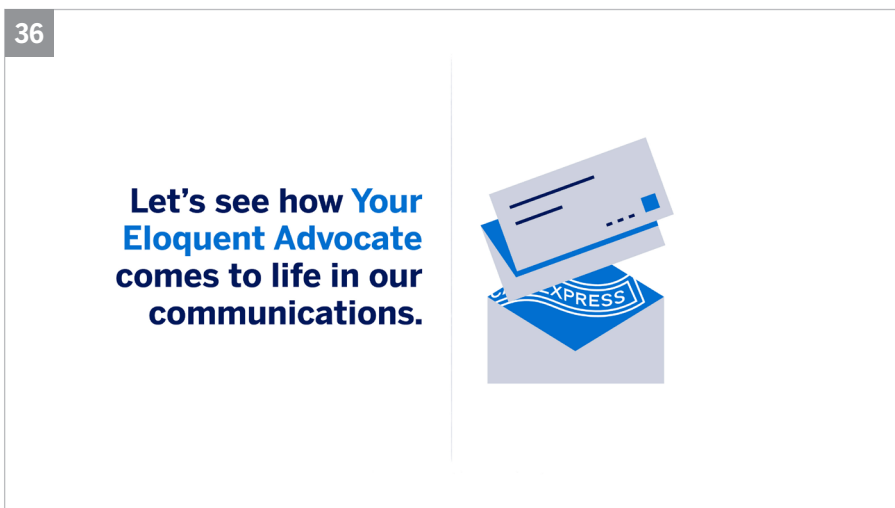
You may have already seen a glimpse of Your Eloquent Advocate at work. That's because we're already using it (and training on it) internally and across our agencies.



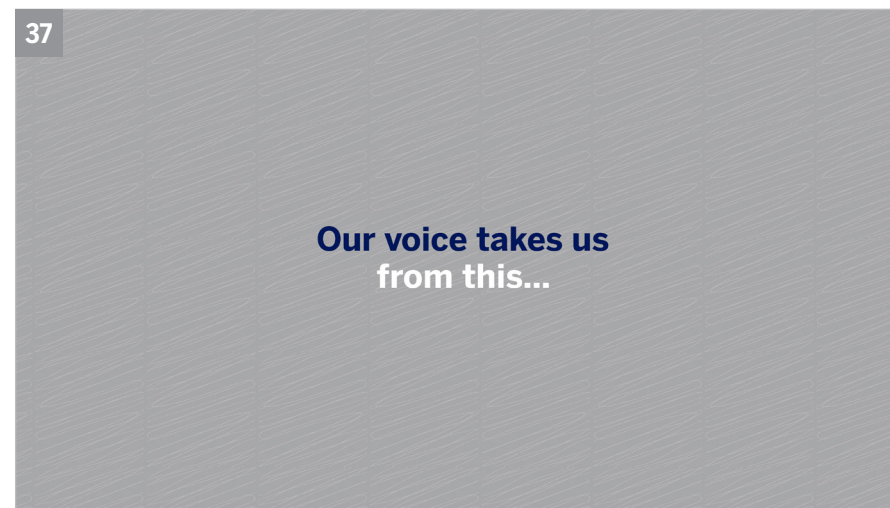
You may have already seen a glimpse of Your Eloquent Advocate at work. That's because we're already using it (and training on it) internally and across our agencies.



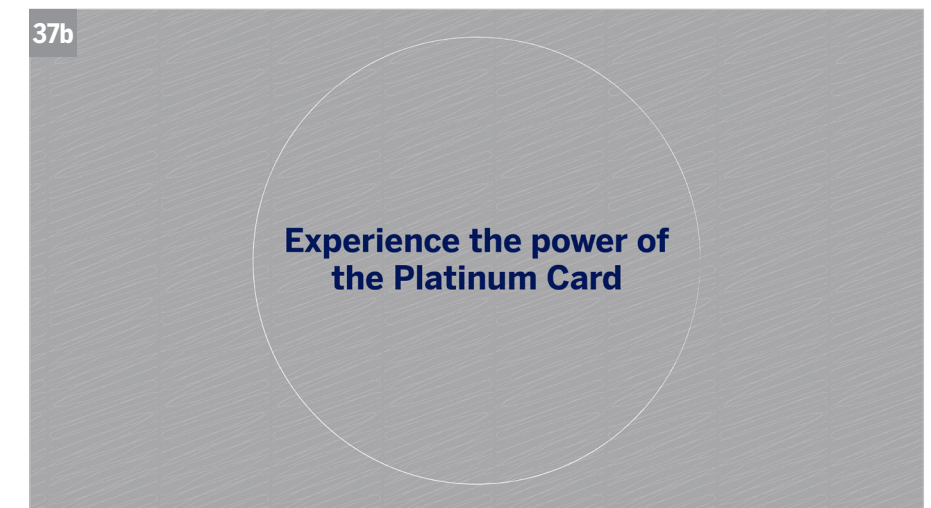
And there are guidelines on the brand site with writing techniques that help anyone capture our unique voice.

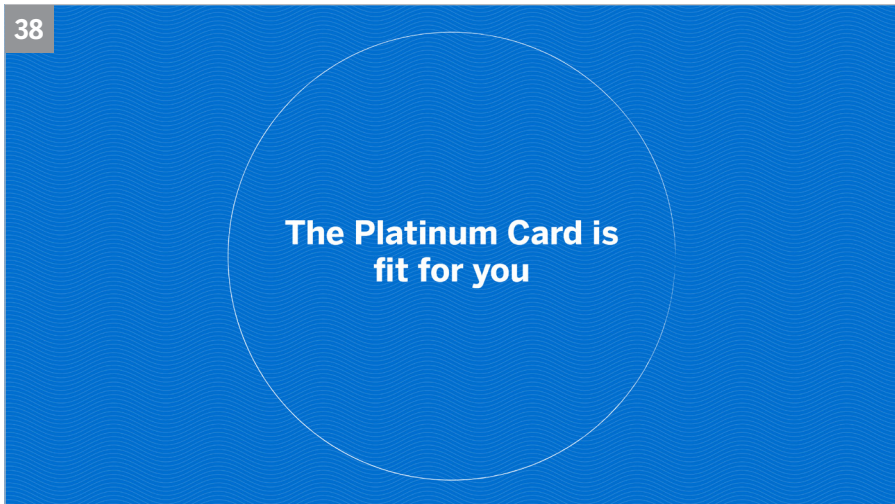


Let's see how Your Eloquent Advocate comes to life in our communications.

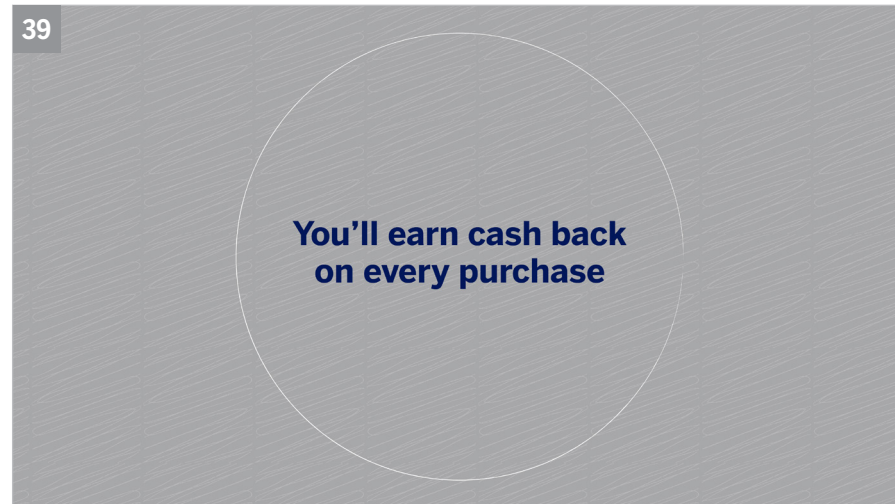


Our voice takes us from this...

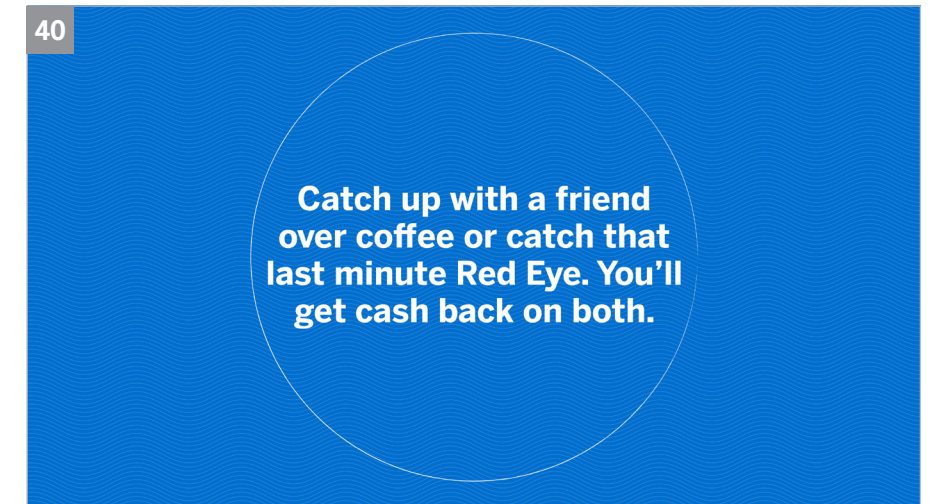




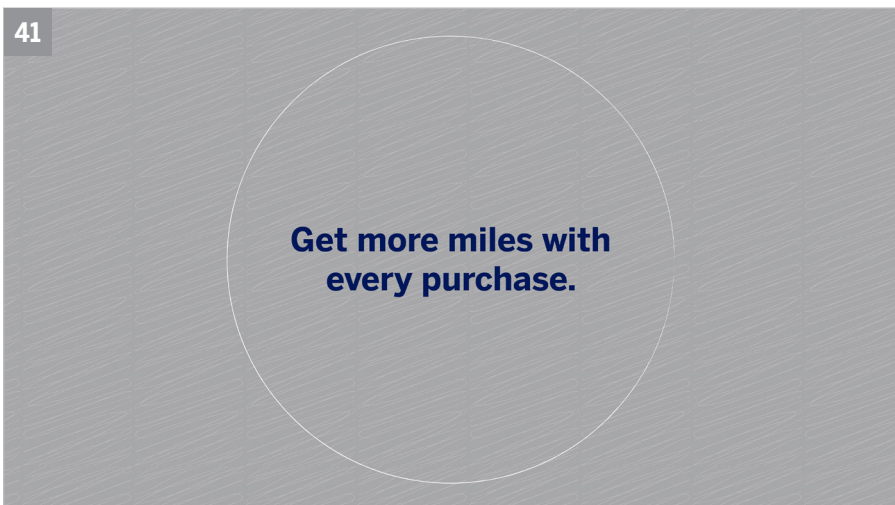
...to this



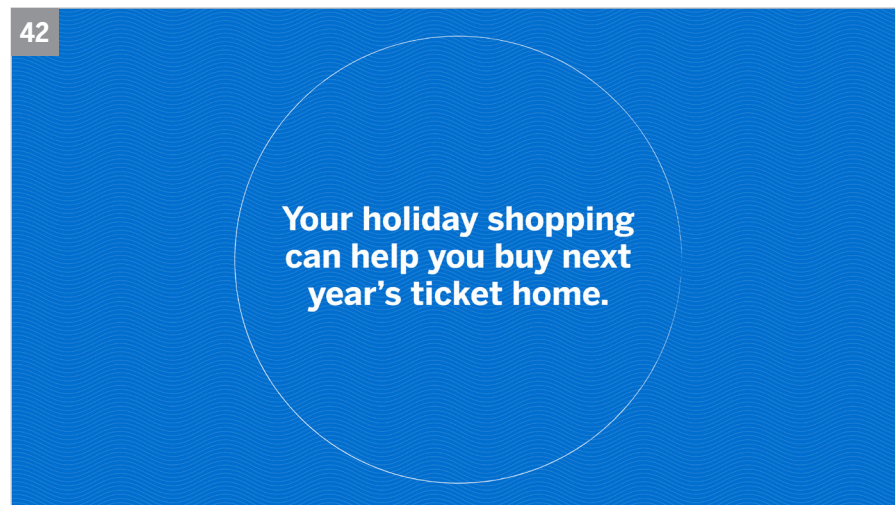
from this...



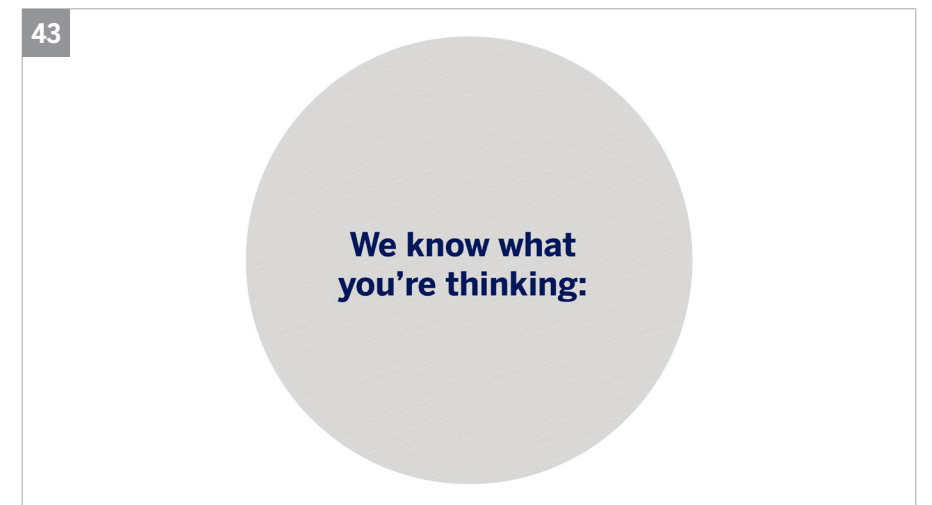
...to this



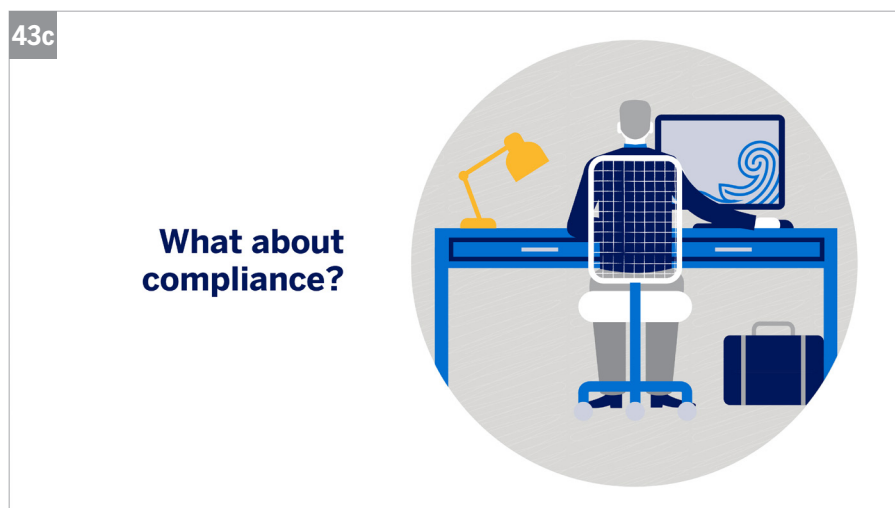
and from this...



...to this



We know what you're thinking:



what about compliance?

44

**Our legal and marketing review teams made sure we have a voice that works wherever we go.**



Our legal and marketing review teams made sure we have a voice that works wherever we go.

45

**And, in case you're wondering, all the examples in this video are compliance approved, too.**



And, in case you're wondering, all the examples in this video are compliance approved, too.

46

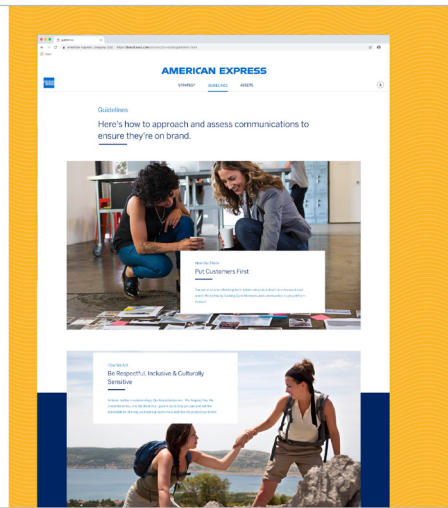
**So. Ready to try out our voice?**



So. Ready to try out our voice?

47

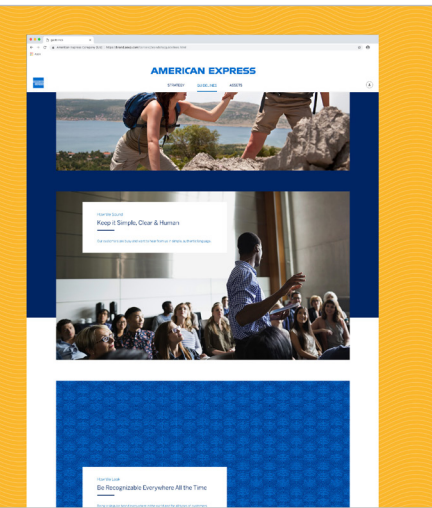
**In the guidelines, you'll find everything from do's and don'ts**



In the guidelines, you'll find everything from do's and don'ts

48

**to before-and-after examples that will help guide you in the right direction.**



to before-and-after examples that will help guide you in the right direction.

49

**From more captivating marketing campaigns**

From more captivating marketing campaigns

49b

**to terms & conditions that are easier to understand,**

to terms & conditions that are easier to understand,

49c

**we can't wait to see where our new voice takes us.**

we can't wait to see where our new voice takes us.

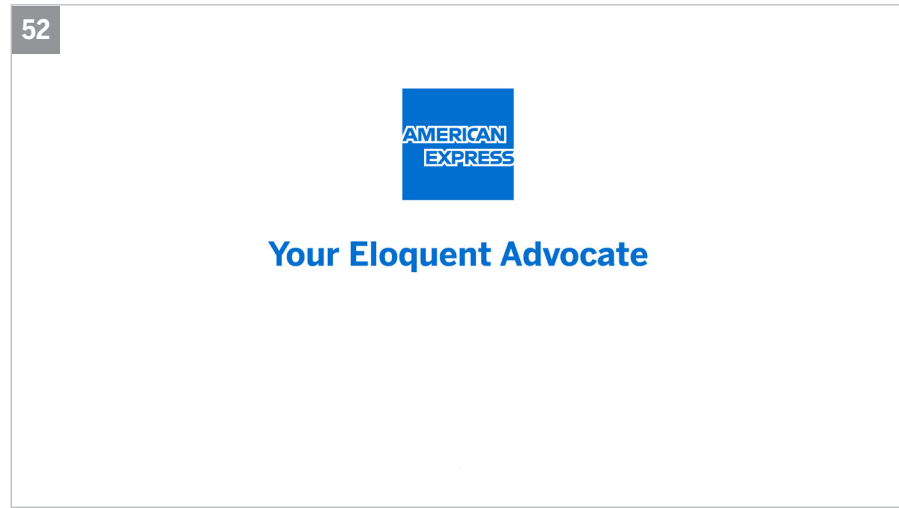
50

**Because you can't have a brand without a voice.**

Because you can't have a brand without a voice.



and you can't have American Express without



Your Eloquent Advocate