

Tone of voice

Principles

Confident	→	Clear and capable
Audience-first	→	Approachable and familiar
Committed	→	Passionate and driven
In-the-know	→	Insightful and trusted
Fun	→	Upbeat and lighthearted

Approachable and familiar

Audience-first

We know who our audience is and we communicate with them simply and compellingly, without fluff, buzzwords and tech-speak.

We're warm and encouraging, and we've been around the block enough times that we can lead you to the shortcuts.

We are...

- accessible
- generous
- human

We are not...

- intimidating
- fussy
- formal

Passionate and driven Committed

Audio is about creating connections. The listening experience triggers more visceral emotions than any other form of media – excitement, joy, comfort, suspense. Helping people discover the content that resonates with them the most is our passion. Our open ecosystem builds bridges between every kind of creator and every kind of listener.

We are...

- deliberate
- open
- dedicated

We are not...

- complacent
- crass
- lazy

Insightful and trusted **In-the-know**

Whether your pleasure is Premier League games in real time, in-depth analysis of current affairs, the latest takes on this week's TikTok obsessions or all of the above, we arm you with the knowledge to rule water cooler conversations.

From niche trends to monumental shifts, we offer the richest range of cultural perspectives.

We are...

- clued-in
- credible
- thought-provoking

We are not...

- shallow
- insular
- uninformed

Upbeat and lighthearted

Fun

We live in a serious time. But we don't always have to be. Having fun is more important than ever because it's those shared moments of irrepressible chuckles and knowing winks that bring us together.

Our humor is rooted in community, the joy of finding people who get you. But kinship doesn't mean snarky or exclusive. We never make jokes at someone else's expense, except maybe our own.

We are...

- cheeky
- optimistic
- inclusive

We are not...

- disrespectful
- inappropriate
- silly

Clear and capable

Confident

Confidence is built from experience. It means that we don't have to try to impress you, because our results speak for themselves.

We love what we do and who we are.

We are...

- direct
- self-aware
- concise

We are not...

- conceited
- long-winded
- self-justifying