

LIVENow

Brand and TOV guidelines

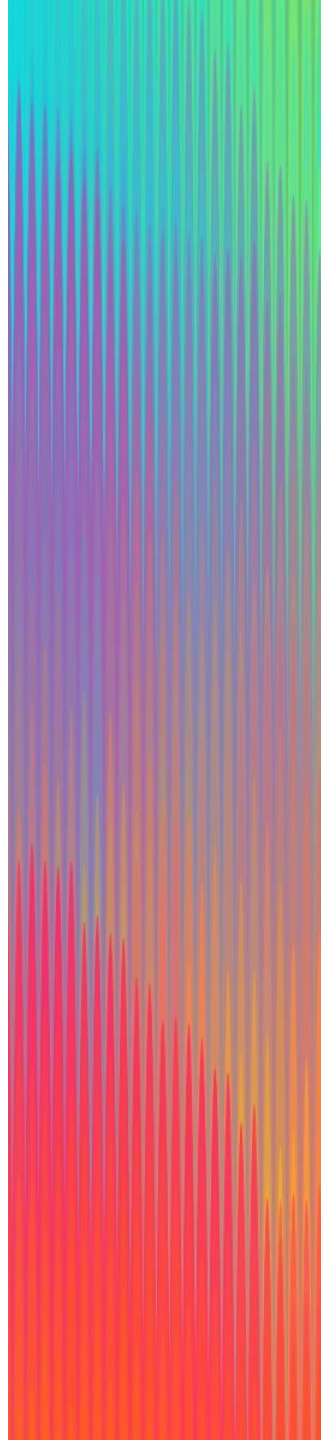


Who we are

We're LIVENow, and we're proud to be leaders within online events and experiences.

We want to create boundary-pushing shows you can't find anywhere else, shows that bring fans closer to the action than ever before.

We are a pioneering platform, delivering music, sports, fitness and entertainment content all over the world. We bridge the gap between musicians, athletes, comedians and artists, and fans looking for a deeper connection to their favourite stars.

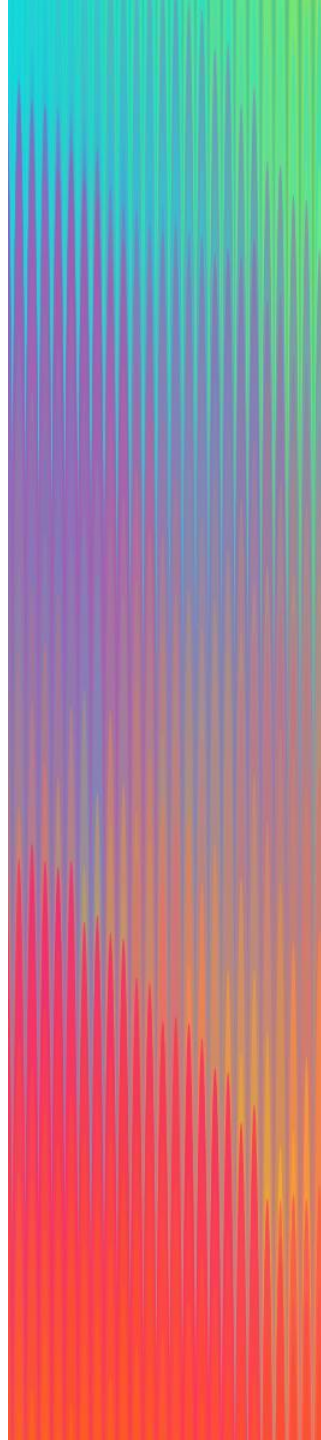


How we do things

LIVENow is all about creating and producing experiences, and sharing them with as many fans as possible.

We are a fan-first platform, here to help unlock experiences for those unable to attend events in person. Immersive production, interactivity features, chatrooms, no subscriptions and flexibility are pillars of the business, and what sets us apart from other services.

Our powerful product is built on flexibility and functionality, with exploration, discovery, inclusivity and community at the heart of the LIVENow brand.



In a nutshell, we are

FAN FIRST

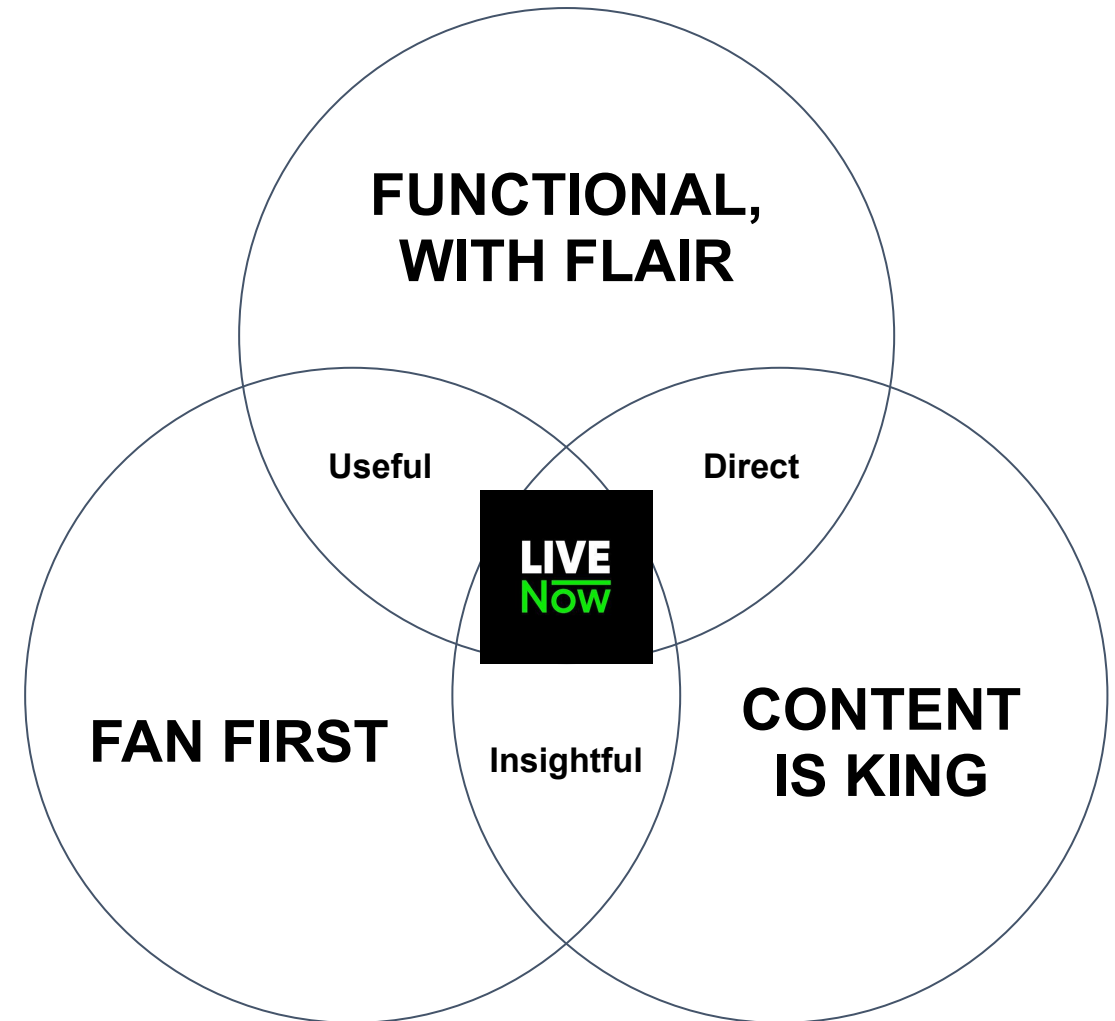
We are a service for the fans. We sound like a friend talking to a friend.

CONTENT IS KING

We love what we do and our language reflects this. Our content does most of the talking, and our comms is there to support it.

FUNCTIONAL, WITH FLAIR

We don't distract from the experience, but add moments of personality and character.



We are fan first

We want to sound like a friend talking to a friend. 'That one friend' who knows their stuff and wants to tell you about the latest events and entertainment.

We aren't corporate, we don't use jargon or technical vocab, and our language isn't out of a marketing playbook.

We want our customers to experience our shows because they're worth experiencing, and our tone reflects this.

We are: Human, inclusive, genuine, authentic, personal, conversational, familiar

Try using: Contractions, questions, colloquialisms, brackets, personal pronouns

We aren't: Generic, vague, robotic, scripted, corporate, overpromising

Watch out for: Jargon, pronouns, rhetoric, buzzwords, the hard sell

We say

We'd love you to join us for this very special one-off show, grab your Passes from the link in our bio!

Is there anything Celeste can't do..? We can't wait to share her incredible new show with you - it's not to be missed 🎤

England fans will be daring to dream as they square up against Mancini's men 🇮🇹🇬🇧 Will it finally come home..?

Who is Yann Tiersen? Get to know his dreamy, atmospheric sound with our handy Spotify playlist 🎹

We don't say

You can purchase tickets for this exclusive event from the link in our bio.

The very talented Celeste arrives soon on LIVENow, and this is an event you really should buy a Pass for..

Watch the EURO 2020 final, as first-time finalists England take on Roberto Mancini's Italy 🇮🇹🇬🇧

Listen to our Yann Tiersen playlist on Spotify, and hear exactly what the French producer and composer is famous for 🎹

We believe content is king

We love our content, we're passionate about our events, and everything in our marketing and communications should reflect this.

As leaders within the online events space we are insightful and informed, and know our events like the back of our hand. Our content does most of the talking, so our tone and language is happy to support it, rather than distract from it.

We are: Enthusiastic, knowledgeable, encouraging, celebratory

Try using: Hints, tips, facts, recommendations, references

We aren't: Loud, in-your-face, arrogant, over-excited, too much, snooty, try-hard

Watch out for: Exclamation marks, capital letters, needless adjectives, over emojis

We say

We can't wait to welcome one of K-Pop's best-loved groups, MAMAMOO!

Catch every match of the European Championships only on LIVENow, the official home of EURO 2020 🏈

Chart-topping, multi award-winning, and one of our personal favourites, Celeste really has done it all!

An immersive, audio-visual experience like no other, expect a truly unique show exclusive to LIVENow 🌟

We don't say

That's right!! You heard it here first...MAMAMOO LAND ON LIVENOW! 🥳

Did somebody say FOOTBALL?? 🏈 We're buzzing for EURO 2020 and the only place to watch it is with us 😊

Multi award-winning, chart-topping Celeste is kind of a big deal...if you don't know by now where have you been hiding??

Banging visuals and amazing songs, best believe this show isn't your typical performance. We're LIVENow and we do things differently 🔥🔥

We are functional, with flair

We've got a powerful platform that's been built around providing the best possible experience for our customers.

We want people watching, so we're all about the right copy in the right places; copy that makes the customer journey as quick and easy as possible.

And while we don't want to distract from things, there's often opportunities to add flicks of personality and character.

We are: Direct, straightforward, subtle, complimentary, short and sharp

Try using: Less words, clear language, moments of delight or excitement

We aren't: Complicated, distracting, wordy, unclear, long-winded, cheesy

Watch out for: Adjectives, flowery language, repetition, the obvious

We say

To watch something on LIVENow just log in to your account, or sign up if you need one (trust us, it's worth it!).

Keep me notified!

Be the first to hear about our latest events. Just let us know what you're into.

Grab your Passes for just £3.99!

For more on using Chromecast, have a read [here](#).

We don't say

To gain access to the LIVENow platform, sign up with your email address or login if you already have an account.

Allow us to send you push notifications for this app.

Let us know which events you wish to be notified about by filling out this short form.

Passes are available to purchase for £3.99.

You can find full details on how to watch an event on LIVENow using Google Chromecast, [here](#).



LIVENow cheat sheet

How to sound like us

Little fixes

Try this, instead of this

Need > Require

Help > Assist

Buy > Purchase

Watch > Access

Ask > Request

Tell > Advise

Get in touch > Contact

We > LIVENow

Thanks > Thank you

Always a winner

- Communal pronouns: We, Us, Our
- Questions: 'We hope you enjoyed the show?'
- Softer verbs: '*Grab* your Passes here'
- Encouraging vocab: 'Discover', 'Enjoy', 'Share'
- Take the formality down a notch: Puns, alliteration
- Put yourself in the customer's shoes: is this how you'd want to receive information?

Specifics

CAPITAL LETTERS

- LIVENow, **Passes**, Watch Together
- Artist names, locations, venues, partners

DATES AND TIMES

- 9am not 9AM
- 9:30 not 9.30
- Time then date when used together
- Consistent abbreviations of days/dates
- Where possible, use 'until' rather than a hyphen in date ranges

WE DO NOT USE

- Multiple exclamation marks (!!)
- Ampersands (&)
- 'Great', 'super', 'awesome', 'totally'

MISCELLANEOUS

- Passes not tickets
- Amount: 3x Passes, not 3X Passes
- Versus: vs not VS, Vs, vs.
- Numbers aren't spelt out, even 1-10
- Figures: 10m not 10M, 45k not 45K

Emojis

- Emojis should never appear on our website 🧑
- Emojis should be used on social media and marketing communications, but not emails 📧
- Emojis shouldn't be used at the beginning of sentences 👁️
- Try to limit to two emojis per comm/newsletter/social post where possible 📄
- Agnostic as possible: yellow skinned emojis, genderless faces etc. 😊
- Positive as possible! Avoid angry or sad emojis if delivering bad news 😬
- Don't use an emoji in conjunction with a comma or full stop, but fine to use with !?
- Try to avoid emojis with other meanings or connotations 🤠

Watch your tone

For questions, queries, thoughts or advice,
get in touch using the details below.

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