

KITCHIT VOICE GUIDELINE

IF KITCHIT *were* a PERSON, *it would be* ALFRED.

WHEN IN DOUBT, THINK: *WHAT WOULD ALFRED DO?*

More than a butler...

Kitchit is like Alfred Pennyworth, Bruce Wayne's butler from Batman. Though he is always well-mannered, calm, and fully composed, Alfred isn't afraid to tell a joke or two—in fact, he has quite the sense of humor. Like Alfred, Kitchit is a good

friend who knows its clients well but is first and foremost, a faithful servant, eager to fulfill its mission of an awesome dinner party tailored to fit the host's specific needs, because each client is unique (just like Batman).

It's about the stories

The thing about Kitchit that is crucially important to grasp is that for most hosts, as counterintuitive as it may seem, the party *isn't about the food or the chef*. Bruce never comments on how spectacular the food or place settings Alfred prepares are (though we have no doubt); Alfred's role is to allow his boss to do what's important for him, without being encumbered by chores like cooking and cleaning. For most hosts, Kitchit is about being able to fully engage in the experience with their friends without having to worry about the party itself. After all, a good dinner party is where great memories are created. The host should be equally privy to those great stories that will be told for years to come.

Why Alfred?

Obviously, this page can't include all the possible situations someone representing Kitchit may encounter, as they haven't even been imagined yet! Holding a character, like Alfred, though, in the mind's eye is far more helpful of a guide in order to best consider the appropriate "Kitchit" response to anything. So, whenever pondering what action best corresponds to Kitchit as a brand, think of what Alfred would say and do, or, perhaps more importantly, not say nor do, and you'll rarely, if ever, be wrong.



For example...

- 1 Each moment Kitchit is serving a client, it gives that person its undivided attention...making her feel like she's its only concern.
- 2 Kitchit always does its homework, recognizing that each client has particular needs that might change unexpectedly (and probably at the worst times). This means, for example confirming parking, double-checking kitchen supplies, and having backup plans just in case.
- 3 But sometimes mishaps do occur, and when they do, Kitchit doesn't complain about cleaning up the mess (both literal and figurative), even if it didn't make it to begin with. The customer should never feel at fault.
- 4 Kitchit plays along with even the wildest plans a client might have (within *some* reason, of course), because it's her party, and she'll do what she wants to. If this means hosting a dinner on a yacht with a Russian ballet company, then Kitchit will make it work.
- 5 Like an old friend giving thoughtful advice, Kitchit provides wisdom to clients, not being afraid to make suggestions on how they can best achieve their goals for the party. Of course, Kitchit defers nonetheless to the client's final decision, even if it disagrees.
- 6 Kitchit takes everything—even the simplest of experiences—and makes them artful...cereal, included.
- 7 Kitchit is prepared to do whatever it takes to get the job done well, even if things don't go according to plan (coffee in the thermos is better than no coffee at all!).
- 8 Kitchit fades into the background at the right time, letting the client take center stage (he's the guy behind Bruce Wayne).

That being said...

We recognize that not all analogies are perfect. So, how is Kitchit *different* (egads!) than our dear butler friend?

- Kitchit isn't old school. This is by far the biggest deviation between Alfred and the Kitchit brand, as Kitchit represents something new and exciting, whereas Alfred is, well, old. Even so, with Alfred's old school charm comes something that needs no updating: class and professionalism. Something not even Kitchit needs (or wants) to reinvent.
- Kitchit doesn't have a British accent, sorry.
- Kitchit doesn't wear a tie, (but Kitchit is always dressed very cleanly and elegantly).





Birdco is sincere but not serious. It's friendly, honest and real— after all, it's all about community— but it's also fun, exciting and a little cheeky. Birdco is like that friend who's always egging you on to just enjoy life, but is also there for you when you need him most. He's the story teller of the bunch. He reminds you and everyone around you why your lives are so good.

Birdco is not particularly masculine or feminine. Its aesthetic is clean, simple and unisex— it should be a brand for everyone. Like Gap in the early 1990s...with the style of Jcrew in the 2000s. It doesn't believe in serif fonts, but it's more novel and interesting than Helvetica. Its function is to celebrate friendships, so its tone is one of comfort, pleasure and enjoyment. Birdco is timeless and its meaning will evolve with its members, so its message and visual appeal are ageless.

Birdco isn't formal, though it knows how to be. It isn't pretentious or elaborate. It's an untied necktie and a vodka on the rocks. Maybe a tequila on the rocks. It's whatever you do when you let your hair down and just are among friends. It's authentic and real, and it sounds like you. It's never forced. It believes 'the more the merrier,' and, like Olive Garden, 'when you're here, you're family.' It loves a good joke, but always laughs with you.

Birdco connects and strengthens. It never divides. It never damages. It never limits.





Meet Etsy. Most people call her 'Ets' though. After all having to say two syllables is really way too time consuming and 'Etsy' sounds too formal anyway.



A PARTY AT ETSY'S

We're at a party that Etsy organized at her place. Her parties have become events that her circle of friends (and many others) really look forward to. There's always an interesting crowd, great conversation and creative ideas being thrown around. The group of people at the party is eclectic to say the least; close friends, friends of friends, some interesting people Etsy met on the subway.

GETTING IN THE DOOR

As soon as people walk in the door they see a Polaroid camera in front of a wall full of photos of visitors to Etsy's place. First-time guests are confused as to what to do but more regular visitors quickly fill them in, "Etsy loves the people that come to her place. This is her guestbook". This isn't a fashion shoot though; the warm and welcoming atmosphere at Etsy's place creates photos that are fun and full of personality. Notice that Etsy neither explains the wall herself nor prescribes what people should do in their pictures.

THE APARTMENT

The apartment is full of warm colors and soft tones with one or two accent colors to liven things up. There's an easel in the corner with a painting 'in progress' sitting on it. There are little 'scrap paper notepads' on the counter, next to sofa, on the windowsill. All this isn't 'hipster chic' though, and its definitely not an act. It's the environment in which Etsy feels most creative and inspired.

THE CHAT

Small groups form all over the apartment with people talking about a wide range of things. Etsy doesn't set 'themes' for her parties, preferring to let conversation and engagement build informally (getting the group of people in the same place is where Etsy worked her magic).

Although the topics are varied there's an underlying theme in all the conversations; everything is interesting, no detail is too small to be thought about and everyone's opinion is valuable. The notepads lying around the room come in handy when people are explaining their ideas or want to communicate their vision for a piece of art or product. Rather than give a lengthy explanation, a simple diagram, sketch or cartoon can quickly and effectively convey a complex point.

Although Etsy is willing to discuss most topics she draws the line at anything offensive or meaningless. It doesn't happen very often (most of the crowd are of a similar mindset to Etsy) but when an abusive topic comes up she is willing to make a stand for what she thinks is right. Rather than being aggressive or patronizing Etsy presents facts about the topic and how it makes her and others feel.

CONNECTING THE LOOP

Its not uncommon for guests to receive an email from Etsy a few days after the party asking for their opinion on a specific topic or asking questions about their area of interest. Etsy seems to have a knack for remembering details about all her guests and the things that interest them. People don't find this creepy because of the way Etsy makes it beneficial for both the recipient and herself to share insights, knowledge and experiences.

Voice Guideline: Nintendo

In recent years, Nintendo has gone away from the fun, family friendly brand representation that made it a household name. What used to be a friendly, warm, playful brand, has tried to appeal to more hardcore gamers with the Wii and DS lines. Unfortunately, this has alienated a lot of loyal followers and put into direct competition with Sony and Microsoft, where they cannot compete. So we want to bring it back! Back to a brand where the warm, friendly, loveable characters are at the forefront and the name, consoles, and joysticks are in the background. We are going to go back to kids and parents, and say "We're back!" Zelda, Donkey Kong, Yoshi, Mario, Luigi, and yes...even Bowser! We will be welcoming to all, make competition supportive and social, but not serious.

What we say?

Our customers are our friends. As any good friends we need to make them smile, laugh, and call out to them when they feel sad, lonely, joyful, or just looking for a good distraction. We say encouraging things and we are never over bearing or strong in our word choice. We are like your best childhood friend who you would play out in the yard with, or go exploring the neighborhood. We want to teach good values, especially about community, sharing, and doing good. We don't want you to have to use complicated language or pass any mental tests to be our friend. We want it to be easy for you, fast, and accessible, in language that we can all understand.

Nintendo®



(Words to avoid)

**Hardcore
Gaming
Processors
Graphics cards
Hardware
Platform**

How we feel?

We feel energetic and tireless. We are happy whenever you are around, and when you are not we are there waiting for you without judgment. We are colorful, creative, and most importantly we feel like we are part of something special - helping raise, educate, and delight kids and adults young at heart. We take great pride in that. We are also athletic and capable of great feats, where nothing is deemed impossible and no adventure is too big. We are brave. We are soft.



How we act?

Our technology does not define who we are. Our stories, characters, and the emotional connections we build with our players define us. Our actions are loyal, at the convenience of our users, immersive so as to serve as an escape from the real world. If we were a person, we would be your best childhood friend or that imaginary friend who you might have invented for yourself as a child. A friend who would always be by your side, play with you, help you, lend you advice, teach you good values by acting as your subconscious, and do anything to make you smile through laughter, adventure, or by just being there with you.



Moët & Chandon

Edit Profile

Born in 1743 Lives in Hollywood, California From Épernay, France Knows French, English



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What a fabulous party last night! It was so amazing for my friends to share these special moments with me. No one can have a good day everyday, but on days like yesterday when something special happens, I'm just overwhelmed with joy by the smiles on everyone's faces. This is what I live for - shared happiness.

Sometimes though, it's important to remind everyone that celebrations are not always for just big moments, but they can also be the little moments that happen in our everyday life. Whether it be making it to the gym for a quick workout or getting the approval nod from the boss on a project, these are the moments that puts a smile on our face, and these smiles can last a little longer with a glass of Moët.

Share



Sonya Tat

Thanks for being a part of my wedding! The gold color always made me feel sophisticated, matching the wedding color palette. The sound of a bottle popping fit right in with the soft jazz music. And as soon as I heard the glasses clinking, I just knew that everyone would be having the most wonderful time

Yesterday at 4:53am



Mike Hondorp

You are always the first to put on the music, the first to get on the dance floor, the first to start singing. You are always impeccably dressed in designer dresses and high heels. When there is a lull in any conversations, you're the first to pipe in with some amazing travel stories. Your smile always makes other people smile, and people are always turning to each other asking "Who is she?"

- Wall
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- Photos (490)
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- Scarlett Johansson
- Brad Pitt
- David Beckham
- Sarah Jessica Parker

Arts and Entertainment

Music



Carla Bruni



Hotel Costes

Movies



Vicky Cristina Barcelona

VOICE GUIDELINE