



How Mulberry saved thousands of hours and published 2x more with modern tone of voice guidelines

Mulberry is the UK's most prestigious luxury leather brand. The company was started over a Somerset kitchen table almost 50 years ago and has grown to become a globally loved brand. It is well known for its high quality handbags but also offers a full range of men's' and women's' clothing and accessories in two seasons each year.

The executive team planned to raise awareness of this wider range while also moving to a 'see now -buy now' offering and expanding operations around the world. The CMO turned to Verbal Identity, the London copywriting agency, as she directed her writing team to produce radically more content across all the brand's channels while maintaining the exceptionally high quality of writing.

Challenge

"Our content was giving us some very positive returns in acquisition, conversion and engagement," said Charlotte O'Sullivan, CMO at Mulberry.

"We saw the opportunity to extend that reach around the world by producing substantially more content in all channels—provided we never let quality fall."

To increase Mulberry's content production, it was critical that a newly extended team of in-house and agency writers harmonised on the brand's tone of voice. At a time of great change for the company, the scale up of content had to happen in sync with the rest of the business and in a long-term sustainable way: the marketing team were already working most weekends.

Solution

Since 2017, Verbal Identity has worked closely with the marketing and executive team at Mulberry to produce a doubling of content, with improved engagement and conversion levels — achieved with no increase in the writers' budget. The company continues to plan for the long-term and states, "We have a positive return for every £ we spent on creating our tone of voice."

Charlotte O'Sullivan attributes much of the success to Verbal Identity's unique approach, which focuses on defining all 3 levels of the brand voice and matching this with extensive writer training: "I really believe this work will be a force for meaningful change within our business."



Results

50%

Average time saved from briefing to publication of copy

4 x

Increase in volume of content—with no loss of quality

3

Months from brief to launch of new brand tone of voice guidelines

Create a modern brand tone of voice:
email Chris@verbalidentity.com



Training 200 writers to write with one brand voice

The CMO of a modern brand can have 200 writers across their external agencies and in-house teams. So how can they make sure their brand speaks with one voice across all their channels?

In a fast-moving, complex world with high turnover, traditional classroom teaching no longer works effectively.

Find out why Vauxhall, a global brewer, John Lewis, and start-ups in different industries use Verbal Identity for their writer training .

[Train your brand writers](#)



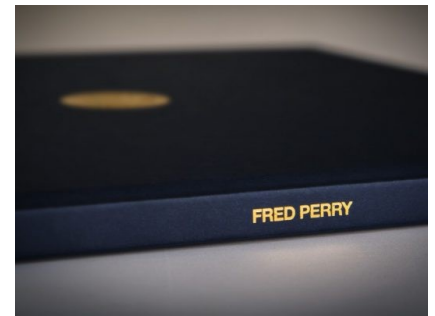
Double-digit growth from a modern brand narrative

Hunter was bought by a PE firm with big ambitions and in a hurry to create a lifestyle brand. But how do you focus on the future while still leveraging your brand's past?

The brand's narrative had to be clear and simple if it was going to align all the departments—but it also had to be practical.

Hear how Hunter Boot achieved double-digit growth and find out why a B2B global software firm, BASF, Belstaff and Christie's all asked Verbal Identity to create brand and corporate narratives.

[Create your brand narrative](#)



Starting with a brand-voice audit to identify 4x ROI

The challenges for the modern CMO are constantly changing. So why disrupt things further by creating new brand voice guidelines?

Our advice is don't— until you've quantified 3 commercial gains from at least 3 different brand points.

See why Fred Perry, Alphabet, TalkTalk and a global jewellery brand asked Verbal Identity to audit their brand voice and identify their ROI before deciding whether to create new brand voice guidelines.

[Start with a brand audit](#)