



## Brand voice platform: our communications are insightful, trustworthy and clear

- AGA content has a unique point of view and offers information important to our constituents.
- We are knowledgeable experts who share high-quality information, which makes AGA worthy of our constituents' trust. However, we aren't overly formal and know that wit can draw in our audience.
- Our constituents look to AGA to be clear and decisive. We are direct, speaking directly to constituents using "you, yours."
- We know that succinct communication is more consumable than long format.
- We lead the GI community. There's no difference between AGA the organization and AGA members. Using "us, we, our" bring us closer to our constituents.
- We are driven by our mission to empower clinicians and researchers to improve digestive health. We connect this mission and our vision of a world free of digestive disease with our everyday work whenever possible.



## AGA communications commandments to support the brand voice platform

*Brevity and clarity make your message digestible.*

- 1. Put the audience first.** It shouldn't be about what you want to say. Focus on what they want to hear. Irrelevant content undermines trust.
- 2. Keep it short.** Put the bottom-line up front, lead with the most important content, show AGA value. Add details later or in a separate place. Keep your sentences short and to the point. Try cutting words like great, some, many, quite, only, even, that, really, and actually (to name a few) and see if your sentence still makes sense.
- 3. Use visual cues.** Rely on subheads, bullets, infographics, video slates and photos to help the audience understand content.
- 4. Make the call to action clear and prominent.**
- 5. Use the active, not the passive voice.** Clear copy is written in the active voice, which produces a more confident and direct tone. Passive sentences feel impersonal and indirect.
  - Passive: If there are any questions, I can be reached at the number below.
  - Active: If you have any questions, call me at the number below.