

Sparklight™

Voice and tone playbook



Welcome

This voice and tone playbook is designed to help those creating communications for Sparklight better tell our story. Discover guidance on the key messages we want to communicate, the audiences we speak to, and the voice we use.

These tools help us align our story, provide direction on how to develop content and ensure we consistently communicate our unique value of connecting people to what matters. By using this blueprint for messaging and voice, it helps our entire organization speak as one.

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The Sparklight brand



The elements of our brand

Brand story

What we do

Brand purpose

Why we do it

Brand promise

What we pledge

Brand values

How we do it

Experience principles

How it feels

Brand story (what we do)

Our brand story is our foundation. It's the bedrock of our behavior, our communication, and the experiences we deliver. It's internally facing and should serve as inspiration for everything we do.

Connectivity matters. It helps friends and families keep in touch, keeps businesses running. It helps us be productive at work, then relax into an evening of entertainment. It brings people and communities together.

At Sparklight, we keep you connected to what matters most. Our associates work and live in the communities we serve, and are committed to helping them thrive. We understand what our neighbors want, and know that not everyone's needs are the same.

- Whether business or residential, our versatile plans allow you to choose the package that works for you.
- Our promise of reliability means that your home and business stay up and running.
- And our local teams bring their expertise to deliver the products, services and support that you need.

At Sparklight, we're committed to keeping you connected to your family, your business, your community and the world.

Brand purpose (why we do it)

Our purpose is the definitive statement about the difference Sparklight makes in the lives of those we serve. It's the clear, credible rallying cry answering the fundamental question: "Why do we do what we do?"

We provide communities
the connectivity
that enriches their world

Brand promise (what we pledge)

Our brand promise summarizes what we pledge to associates, customers and our communities. It frames our value in terms of the benefit we deliver rather than an explanation of what we do.

Connectivity is customers' bottom line. The internet is not a nice-to-have, but a necessity.

Connecting you to what matters

We understand and connect customers to the things they care about, including work, family, entertainment and community.

Brand values (how we do it)

At Sparklight, our values go beyond ethics and compliance. They're the fundamental beliefs that guide how we behave and differentiate us in a crowded market. If we live by our values, we deliver on our brand promise.

Do right by those we serve

We always consider the impact of our actions on the communities and customers at the heart of our work.

Drive progress

We actively seek new ideas, solutions and ways to improve the experience we deliver.

Lend a hand

We act with expertise, respect and empathy to make a difference for each other, our customers, and the communities we serve.

Experience principles (how it feels)

Our experience principles are how someone would describe interacting with Sparklight. We know our customers and we want our brand and communications to reflect that. These principles guide us on how to deliver this experience consistently.

COMMITTED

Because we value each and every customer, we work hard to keep their business and support our communities.

HELPFUL

We deliver support in the ways that are most useful to our customers, and address their needs with expertise, respect and empathy.

PROACTIVE

We understand what our customers need, and actively work to make their relationship with us seamless, easy and rewarding.

PERSONAL

We know our customers well, and tailor our communications and interactions to address their needs and expectations.

The Sparklight brand — summary

Purpose

We provide communities the connectivity that enriched their world

Promise

Connecting you to what matters

Values

Do right by those we serve
Drive progress
Lend a hand

Experience principles

Committed	Proactive
Helpful	Personal

Brand story

Connectivity matters. It helps friends and families keep in touch, keeps businesses running. It helps us be productive at work, then relax into an evening of entertainment. It brings people and communities together.

At Sparklight, we keep you connected to what matters most. Our associates work and live in the communities we serve, and are committed to helping them thrive. We understand what our neighbors want, and know that not everyone's needs are the same.

- Whether business or residential, our versatile plans allow you to choose the package that works for you.
- Our promise of reliability means that your home and business stay up and running.
- And our local teams bring their expertise to deliver the products, services and support that you need.

At Sparklight, we're committed to keeping you connected to your family, your business, your community and the world.

Key messages



An introduction to key messages

Key messages are the ones we want to elevate. They help us create a hierarchy of information so we're all telling the same story. They should guide what we say and inform our communications, but aren't necessarily copy themselves.



What matters when we're creating communications?

**Key
messages**

+

Target
audience

+

Brand
voice



Effective and
strategic
communications



**What we
say**



Who we
say it to



How we
say it

What are key messages?

Key messages guide the conversation, outlining who we are and what we're about.

- They're inspirational and directional — the seeds for all communications
- They help us consistently highlight the most important parts of our story
- Every communication should connect to or support the key messages, but each doesn't need to hit every point
- Key messages can be used to evaluate whether communications are on brand
- They should not necessarily be used as copy

We look to our brand story for inspiration

Brand story

Connectivity matters. It helps friends and families keep in touch, keeps businesses running. It helps us be productive at work, then relax into an evening of entertainment. It brings people and communities together.

At Sparklight, we keep you connected to what matters most. Our associates work and live in the communities we serve, and are committed to helping them thrive. We understand what our neighbors want, and know that not everyone's needs are the same.

- Whether business or residential, our versatile plans allow you to choose the package that works for you.
- Our promise of reliability means that your home and business stay up and running.
- And our local teams bring their expertise to deliver the products, services and support that you need.

At Sparklight, we're committed to keeping you connected to your family, your business, your community and the world.

Key messages to communicate

We're invested in the communities we serve because they're our own.

We treat you like you — with your unique needs, budget and life in mind.

You deserve dependable, quality service, and we go above and beyond to deliver.

Our key messages and examples of how we deliver on them

Promise

Connecting you to what matters

Key messages

We're invested in the communities we serve because they're our own.

We treat you like you — with your unique needs, budget and life in mind.

You deserve dependable, quality service, and we go above and beyond to deliver.

Proof points

- Many of our associates live in the communities we serve, making our products and services personal
- We ensure customers are up and running, even during natural disasters
- Associates are active volunteers at local organizations such as food banks and we support programs such as the Arbor Day Foundation
- We look for opportunities to invest in the next generation such as donating laptops to elementary schools

- We offer a variety of packages with different tiers of service at a number of price points
- All of our packages don't require a contract — because we know life is unpredictable
- For the convenience of our customers, we've designed bundled packages that combines internet, cable or phone services
- We know speed matters, which is why we launched our most powerful GigaONE service in 200+ cities or 98% of our footprint

- We're always there for our customers, with 24/7 technical support from local experts
- We offer Service Guard with every plan, fixing equipment and wires at no cost
- We understand the challenges of getting up and running so we walk our customers through product set up — from smart TVs to new computers
- We're always solving for pain points, which is why we've launched products like WiFi One Whole Home Coverage

Our audiences



An introduction to our audiences

We speak to a number of different audiences, and each has a different relationship with us. With our brand story, brand promise and key messages in place, we can build communications that are meaningful and relevant to each audience while staying true to who we are.

But first, we must have a clear view into what matters to each of our audiences, and then understand how our key messages can adapt.

What matters when we're creating communications?

Key
messages

+

**Target
audience**

+

Brand
voice



Effective and
strategic
communications



What we
say



**Who we
say it to**



How we
say it

Who our audiences are

Promise

Connecting you to what matters

Residential customers

People who live and work in the communities we serve. They're looking for internet connection they can depend on.

Business customers

Small business owners in the communities we serve. They're looking for reliable connections that are flexible and can grow and evolve as their businesses do.

Residential customers

Who they are

People who live and work in the communities we serve. They're looking for internet connection they can depend on.

What they care about

- Reliable, quality internet
- The ability to connect to others, information and the world
- Affordable options that fit their budgets
- Dependable and empathetic customer service when needed
- A service provider that cares about them as well as the things that matter

Value proposition

Whether you're connecting to some one, some thing or some idea, and whether that's across the street, across the country or across the world, dependable connection matters. We make sure you're on so you're always able to share, discover and experience.

Key messages

We're invested in the communities we serve because they're our own.

We're members of your community, too, so we seek out opportunities every day to help each community thrive.

We treat you like you — with your unique needs, budget and life in mind.

Harness the power of flexibility with product and package options that fit your life, not just for today but tomorrow.

You deserve dependable, quality service, and we go above and beyond to deliver.

We see you as more than a customer. This is why we constantly look for ways to better serve, better support and better deliver.

Business customers

Who they are

Small business owners in the communities we serve. They're looking for reliable connections that are flexible and can grow and evolve as their businesses do.

What they care about

- Reliable, quality internet and phone services
- Packages designed to support their businesses
- Affordable options that fit their budgets
- A partner who can support their businesses today and into tomorrow
- A person to call whenever needed
- An advisor who's invested in their success with suggestions on products and recommendations

Value proposition

When you run a business, your priority is delivering for your customers over and over again. Reliable and quality connections are not just important but critical. We make sure you're always up and running so your focus is on what matters most — now and into the future.

Key messages

We're invested in the communities we serve because they're our own.

We support you not just as a partner but as your customers — because we know when you thrive, our communities do too.

We treat you like you — with your unique needs, budget and life in mind.

Your business demands evolve and change. We're a partner nimble enough to evolve and change with you.

You deserve dependable, quality service, and we go above and beyond to deliver.

Speed, reliability and price are priorities for you. We're here to ensure you have what you need with the support you value.

Audience-specific messaging — summary

Promise

Connecting you to what matters

Residential customers

Whether you're connecting to some one, some thing or some idea, and whether that's across the street, across the country or across the world, dependable connection matters. We make sure you're on so you're always able to share, discover and experience.

We're invested in the communities we serve because they're our own.

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Brand voice



An introduction to brand voice

Voice shapes the distinct tone, manner and style in which we communicate our story and key messages. Think of them as a set of attributes that shape, inform and guide how we sound. Consistency of voice builds trust and loyalty with our customers because it sets expectations for when they interact with us.

A note to remember: Our customers come from a variety of experiences and backgrounds. We always want to use as plain of language as possible so we're able to communicate clearly what we do and why it matters to each and every one.

What matters when we're creating communications?

Key
messages

+

Target
audience

+

**Brand
voice**



Effective and
strategic
communications



What we
say



Who we
say it to



**How we
say it**

We look to our experience principles to inform our voice

Voice defines the distinctive way we speak to our audiences, across all interactions and experiences. So what does it mean to sound like we're committed, helpful, proactive and personal?

COMMITTED

Because we value each and every customer, we work hard to keep their business and support our communities.

HELPFUL

We deliver support in the ways that are most useful to our customers, and address their needs with expertise, respect and empathy.

PROACTIVE

We understand what our customers need, and actively work to make their relationship with us seamless, easy and rewarding.

PERSONAL

We know our customers well, and tailor our communications and interactions to address their needs and expectations.

What does it sound like to be committed?

COMMITTED

Because we value each and every customer, we work hard to keep their business and support our communities.

THINK LIKE...

NORDSTROM



IT SOUNDS...

Purposeful
Supportive
Thoughtful

BUT NOT...

Domineering
Inflexible
Sales-y

What does it sound like to be committed?

COMMITTED

Because we value each and every customer, we work hard to keep their business and support our communities.

INSTEAD OF...

Your satisfaction is guaranteed

If you're not happy, we'll make it right. There's no risk. You've got 30 days to try us out. If you're not satisfied, we'll give you your money back. Plus, our business-class service and support is at your disposal 24x7 to ensure your 100% satisfaction.

A few tips:

- Get to the point
- Focus on what the audience needs
- Use language that feels strong and energetic

TRY...

Your satisfaction matters. We promise.

We know connectivity is critical to your business. This is why we're here for you 24x7, making sure you're always up and running. If, for some reason, we're not able to meet the high satisfaction we strive for, we'll make it right with our 30-day money-back guarantee.

What does it sound like to be helpful?

HELPFUL

We deliver support in the ways that are most useful to our customers, and address their needs with expertise, respect and empathy.

THINK LIKE...

TRADER JOE'S



IT SOUNDS...

Attentive
Smart
Responsive

BUT NOT...

Imposing
Unprofessional
Time consuming

What does it sound like to be helpful?

HELPFUL

We deliver support in the ways that are most useful to our customers, and address their needs with expertise, respect and empathy.

INSTEAD OF...

ONE TO ONE

A blog designed to provide our customers with a place to find the information they're looking for about top trends in technology, Cable ONE involvement in the communities we serve, and our newest initiatives, products and services.

[Visit The ONE-to-ONE Blog](#)

A few tips:

- Use simple, direct vocabulary
- Share expertise without being condescending
- Think of what the audience might need and solve for it

TRY...

ONE TO ONE

At Sparklight, we're always creating better products for our customers and more impactful ways of serving our communities. We keep you up to date with our blog, ONE TO ONE. Get these updates **[direct to your inbox](#)** or **[here](#)**.

What does it sound like to be proactive?

PROACTIVE

We understand what our customers need, and actively work to make their relationship with us seamless, easy and rewarding.

THINK LIKE...

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font with a curved orange arrow underneath it.The Warby Parker logo, consisting of the words "WARBY PARKER" in a clean, uppercase, sans-serif font.

IT SOUNDS...

Bold
Energetic
Clear

BUT NOT...

Arrogant
Aggressive
Gratuitous

What does it sound like to be proactive?

PROACTIVE

We understand what our customers need, and actively work to make their relationship with us seamless, easy and rewarding.

INSTEAD OF...

Why waste another stamp?

Pay your bill automatically with free Cable ONE Easy Pay.

Activate Easy Pay

A few tips:

- Use active voice
- Consider upbeat word choices
- Anticipate questions and provide answers

TRY...

Sign up for bill pay

Act now — so you don't have to think about it later. Our automatic bill pay is free and seamless. Learn more about [Sparklight Easy Pay](#).

What does it sound like to be personal?

PERSONAL

We know our customers well, and tailor our communications and interactions to address their needs and expectations.

THINK LIKE...



credit karma™

IT SOUNDS...

Warm
Authentic
Dependable

BUT NOT...

Invasive
Redundant
Unproductive

What does it sound like to be personal?

PERSONAL

We know our customers well, and tailor our communications and interactions to address their needs and expectations.

INSTEAD OF...

Welcome to Cable ONE MyPhone

Here you can administer your phone account, giving yourself maximum control over features and services. You can view and modify your phone settings, view placed and received phone calls, look at current and past statements, and listen to and delete voice mail.

A few tips:

- Use friendly language
- Make an emotional connection when possible
- Try a conversational approach

TRY...

Welcome.

Manage your phone account — a vital lifeline for your business — here.

Things you can do are:

- Create rules for how to handle calls at different times of day or days of the week
- View records of incoming and outgoing calls
- Listen to voicemail records

Brand voice — summary

Principles

Committed

Because we value each and every customer, we work hard to keep their business and support our communities.

Helpful

We deliver support in the ways that are most useful to our customers, and address their needs with expertise, respect and empathy.

Proactive

We understand what our customers need, and actively work to make their relationship with us seamless, easy and rewarding.

Personal

We know our customers well, and tailor our communications and interactions to address their needs and expectations.

It sounds...

Purposeful
Supportive
Thoughtful

Attentive
Smart
Responsive

Bold
Energetic
Clear

Warm
Authentic
Dependable

But not...

Domineering
Inflexible
Sales-y

Imposing
Unprofessional
Time consuming

Arrogant
Aggressive
Gratuitous

Invasive
Redundant
Unproductive

Tips

- Get to the point
- Focus on what the audience needs
- Use language that feels strong and energetic

- Use simple, direct vocabulary.
- Share expertise without being condescending.
- Think of what the audience might need and solve for it.

- Use an active voice.
- Consider upbeat word choices.
- Anticipate questions and provide answers.

- Use friendly language.
- Make an emotional connection when possible.
- Try a conversational approach.

Putting it all together



How to create communications

With the elements for effective and strategic communications in place, we can get started creating content. But first, it's helpful to stop and take note of the goal of each communication being developed as well as to consider some guiding principles.

We've also built a getting-started tutorial as well as a content-creation checklist. These are tools for you to ensure you're always delivering on-brand messages that are authentic and memorable.

What matters when we're creating communications?

Key
messages

+

Target
audience

+

Brand
voice



**Effective and
strategic
communications**



What we
say



Who we
say it to



How we
say it

Start by understanding the goal of the communication

We should always have a clear understanding of the overarching purpose of a communication. It's helpful to start there to guide how we create the tone and approach, as well as the words we choose to use.

Functional

These communications help **guide** someone as they do something. They should be straightforward, clear and simple, including step-by-step guidance or a clear call to action.

Samples

- FAQ
- Customer support
- Order form
- Customer portal

Tips

- Add structure when possible
- Think visually
- Select words carefully, less is more
- Consider and guide every step of the way

Informative

These communications **inform and educate** with the goal of helping someone make an informed decision or inspire them to learn more. They should be thoughtful, understandable and interesting.

Samples

- Package descriptions
- Press releases
- About us
- Blogs

Tips

- Be human, not technical
- Share enough without being overwhelming
- Don't assume the reader knows anything, start from ground zero

Promotional

These communications **shine**, competing for attention in a noisy and busy world. They should always be smart and tactful, and can be potentially witty and thought provoking.

Samples

- Ads
- E-newsletters
- Special offers
- Landing pages

Tips

- Be bold
- Focus on impact, elevate the why it matters
- Tell a story and bring it to life
- Be creative but bring it back to our promise of connecting people to what matters

An introduction to guiding principles

Powerful writing creates impact. It doesn't matter if it's a single line or a full newsletter, it's important to take advantage of every communication and to use every interaction as an opportunity to tell our story and deepen our relationships with our audiences.

The following principles offer guidance to help develop copy that's strategic, effective and most importantly, memorable.

Guiding principle 1

BEFORE

TECH SUPPORT

To get 24/7/365 support for all of CableONE's products you can [click here to email us](#), or call us at (855-692-4113).

Refers to products in the third person

POPULAR SUPPORT ARTICLES

[TIVO](#) | [TV](#) | [INTERNET](#) | [PHONE](#) | [GENERAL](#)

Search our Support Center for other helpful tips.

Doesn't explain why an audience should care

PRINCIPLE 1

Make it conversational.

People want to feel like you're speaking with them, not at them. They're interested in what we do, but more interested in what we can do for them. Make sure you address their needs and concerns, and open the door for further conversation.

AFTER

WE'RE HERE FOR YOU, ALWAYS

We keep you connected. And our local experts are standing by 24/7/365 to make sure you stay that way. Reach us how you want by [email](#) or phone, **855-692-4133**.

Want some reading? Browse our [popular articles](#) for helpful tips on all your Sparklight products.

Guiding principle 2

BEFORE

WORKING AT SPARKLIGHT

The name Sparklight symbolizes our **commitment to being first** in technical excellence and customer satisfaction. It's our goal to deliver the highest level of service in our industry. Being #1 isn't easy, but it's achievable by hiring team members who work together to provide the level of service our customers want and deserve. **Sparklight strives to be an exceptional place to work** and believes in a decentralized management style. We operate in a company culture of mutual respect for all associates and insist on the highest ethical and professional conduct.

Creates distance

Makes people question if you are or are still striving

If you'd like to be part of a winning team with a **deep commitment to customer and associate satisfaction**, Sparklight is the company to join. As we continue to expand service to our customers, we'll need experienced associates to help us grow. Check our **job opportunities** in your local area.

Feels like throwaway language

PRINCIPLE 2

Minimize qualifying language.

We're not "committed" to doing things — we do them. Other phrases like "striving for" and "dedicated to" can create doubt. We don't want to over promise, but we do want to be clear about the value we provide.

AFTER

CONNECT PEOPLE TO WHAT MATTERS

At Sparklight, we provide more than connectivity. We connect people to the things they care about — their family and friends, information they need, knowledge they want. Sometimes what we do is critical, like when we keep businesses up and running. Other times, it's about the ability for individuals to learn more, push their creativity further or share time together

At the center of it all is our people. We care about our customers and we're invested in the communities we serve. We're invested because we live in these communities, too. So when we answer a call or visit a customer, we're serving our neighbors and friends, and we want to go above and beyond for each and every one of them to ensure they're always connected to what matters to them.

What are you doing that matters? **Join our team.**

Guiding principle 3

BEFORE

THE ANSWER TO HOME WIFI

Bye-bye, buffering. New WiFi ONE fills every room with faster WiFi speeds, so you can stream, share and do what you love on multiple devices — 100% satisfaction guaranteed. Your whole home is now covered. The best part? WiFi ONE is included with a Sparklight modem lease.

Feels flippant instead of conversational
Feels like an overpromise

Choose a plan

PRINCIPLE 3

Say it out loud.

Avoid sales-y language as much as possible. Reading it out loud can help you hear the cadence. Does it sound like you're trying to close a sale? Instead, use language that feels more supportive and explains the value we provide, not just the products we offer.

AFTER

WIFI IN EVERY ROOM

You deserve fast, reliable connection no matter where you are in your home. Stream, share and do on multiple devices throughout your home with WiFi ONE, included with every Sparklight modem lease.

Let's get you connected.

Guiding principle 4

BEFORE

PROTECTION FROM THE UNEXPECTED

With Service Guard™, you have peace of mind for all the internet, TV and phone wiring inside your home. No hassles or hidden fees. If anything happens, we just fix it fast at no charge.

Add Service Guard to any service plan at checkout.

[View plan details](#)

Starts communication with negativity

PRINCIPLE 4

Be positive.

While we know it's best to be prepared, don't use scare tactics or negative language to describe the services that are intended to give people assurance. We want our customers to feel protected, always. Zero in on the benefits of what we're providing.

AFTER

WE'VE GOT YOU

When it comes to connecting you to what matters, there's a lot involved. At Sparklight, we can take care of it all. We'll keep the internet, phone and TV wiring in your home up and running with ServiceGuard™.

Let's get you covered.

Guiding principle 5

BEFORE

NO-CONTRACT PACKAGES | INTERNET + CABLE + PHONE

Yeah, we hate contracts too. So we created packages with the latest internet, digital TV, telephone and zero commitment.
Now with unlimited data*

Makes an assumption about the reader

\$105/mo for the first 6 months. \$154/mo after trial offer.

Never explains why it matters

[View offer](#)

PRINCIPLE 5

Focus on the reader.

Make our products, packages and services accessible by explaining what they are and the benefits they provide, and then spend the most time elevating why it matters to the audience. Always offer a way to find out more information.

AFTER

CONNECTION THAT'S YOURS

No-contract packages mean you have the freedom and flexibility to design a plan that evolves and grows with you. Whether you want internet, phone services or TV, we're here to connect you for the life you live today — and tomorrow.

[Get connected now.](#)

Our guiding principles — summary

PRINCIPLE 1

Make it conversational.

People want to feel like you're speaking with them, not at them. They're interested in what we do, but more interested in what we can do for them. Make sure you address their needs and concerns, and open the door for further conversation.

PRINCIPLE 2

Minimize qualifying language.

We're not "committed" to doing things — we do them. Other phrases like "striving for" and "dedicated to" can create doubt. We don't want to over promise, but we do want to be clear about the value we provide.

PRINCIPLE 3

Say it out loud.

Avoid sales-y language as much as possible. Reading it out loud can help you hear the cadence. Does it sound like you're trying to close a sale? Instead, use language that feels more supportive and explains the value we provide, not just the products we offer.

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PRINCIPLE 5

Focus on the reader

Make our products, packages and services accessible by explaining what they are and the benefits they provide, and then spend the most time elevating why it matters to the audience. Always offer a way to find out more information.

Getting started tutorial

1. What is your goal?

Each touchpoint has a different purpose. Having a clear understanding of the goal — whether it's functional, informational or promotional — can help set the tone for what you want to accomplish.

2. What are you trying to say?

What's the main message you're trying to communicate? Use our key messages to help communicate your message and guide content development.

3. Who are you talking to?

Each audience has different needs. Before you begin developing a piece of communication, consider who you're talking to, what's important to them and why the communication would matter.

4. How should you say it?

What words can we use that show we're committed? How can we be helpful? What would be proactive of us? Can we be personal? Consider our voice to help you determine the tone and approach of the communication.

SPARKLIGHT CONTENT-CREATION CHECKLIST

STEP 1
What is your goal?

Is it functional?

- Examples:** FAQ, customer support, order form
- Add structure when possible
 - Think visually
 - Select words carefully, less is more
 - Consider and guide every step of the way

Is it informative?

- Examples:** package descriptions, press releases, about us
- Be human, not technical
 - Share enough without being overwhelming
 - Don't assume the reader knows anything, start from ground zero

Is it promotional?

- Examples:** Ads, e-newsletters, special offers, landing pages
- Be bold
 - Focus on impact, elevate the why it matters
 - Tell a story and bring it to life
 - Be creative but bring it back to our promise of connecting people to what matters

STEP 2
What are you trying to say?

Brand promise: Connecting you to what matters

We're invested in the communities we serve because they're our own.

We treat you like you — with your unique needs, budget and life in mind.

You deserve dependable, quality service, and we go above and beyond to deliver.

STEP 3
Who are you talking to?

Residential

Whether you're connecting to some one, some thing or some idea, and whether that's across the street, across the country or across the world, dependable connection matters. We make sure you're on so you're always able to share, discover and experience.

Business

When you run a business, your priority is delivering for your customers over and over again. Reliable and quality connections are not just important but critical. We make sure you're always up and running so your focus is on what matters most — now and into the future.

STEP 4
How should you say it?

Committed

- Get to the point.
- Focus on what the audience needs.
- Use language that feels strong and energetic.

Helpful

- Use simple, direct vocabulary.
- Share expertise without being condescending.
- Think of what the audience might need and solve for it.

Proactive

- Use an active voice.
- Consider upbeat word choices.
- Anticipate questions and provide answers.

Personal

- Use friendly language.
- Make an emotional connection when possible.
- Try a conversational approach.

STEP 5
And finally...

Where can a reader get more information?

What's a clear call to action?

Examples



An introduction to these examples

Using current exhibits, we illustrate how tone and language could change based on our voice and key messages.

These are not meant to be final recommendations, but examples of how changes could be implemented.

About us

BEFORE

ABOUT CABLE ONE

CABLE ONE (NYSE: CABO) is the seventh-largest cable company in the United States. Serving more than 800,000 customers in 21 states with high-speed internet, cable television and telephone service, Cable ONE provides consumers with a wide range of the latest products and services, including wireless internet service, high-definition programming, and phone service, with free, unlimited long-distance calling in the continental U.S.

COMMITTED TO OUR CUSTOMERS

At Cable ONE, our focus is on customer satisfaction, associate satisfaction, and local service. We live in the communities we serve, and our goal is to be the most trusted provider of communication and entertainment services to our customers and neighbors. Cable ONE wants to do everything possible to make our customer's experience outstanding. That's why we offer 24-hour technical support, and more importantly, local offices in the majority of our markets where our customers can talk to a customer service representative in person.

We also believe associate satisfaction is the key to customer satisfaction. Cable ONE fosters a close-knit culture that is visionary, collaborative, and innovative. We are proud to have been voted by Cable World magazine as one of the 5 best places to work in cable television. By listening to and caring about our associates, we know they are listening to and caring about our customers.

COMMITTED TO OUR COMMUNITY

Cable ONE is committed to strengthening and improving the communities we serve, not only through our products and services, but through our support of local community and non-profit agencies, events, and initiatives. Cable ONE associates are passionate about giving back to the communities in which they live and work, volunteering year-round to raise money for or support causes which will benefit the community.

As Cable ONE grows, we will continue to provide our customers with the latest products and technical advancements, while maintaining the highest level of reliability and customer care. We recognize that we have a responsibility to our customers and the communities where we do business, and we will continue to ensure that we are the kind of company that our communities are proud to call a neighbor.

AFTER

We Are Sparklight

Connectivity matters. It ties us to friends and families. It links us to our work and play. It keeps businesses running. At Sparklight, we deliver the power of connection to almost 1 million customers across 21 states through high-speed internet, dependable phone service and high-definition television programming.

And we're not done.

We create faster, more consistent and better products for today. We innovate and develop so we're able to do the same tomorrow. And we forge more responsive ways to support the people we serve. We do it all because we're customers, too.

We live in the places where we work. This means our customers are our own families, our friends and our neighbors. We're the lifeline for local businesses. We keep our governments open. And we make sure everyone has the ability to learn, do and experience.

Voted one of the five best places to work in the industry, our investment goes beyond the services we provide. What we value sets us apart. Whether volunteer efforts, direct donations, or partnerships with local organizations and nonprofits, we continually support and strengthen the communities where we live and work. And by working together, we're able to connect people to more — more community, more life, more of what matters.

About us

WHAT WE DID

COMMITTED:

Dialed up our investment to our customers and communities

HELPFUL:

Emphasized what we believe and why it matters to a reader

PROACTIVE:

Used a stronger and more straightforward approach, anticipating what would be interesting to a reader

PERSONAL:

Weaved human and conversational language throughout

AFTER

We Are Sparklight

Connectivity matters. It ties us to friends and families. It links us to our work and play. It keeps businesses running. At Sparklight, we deliver the power of connection to almost 1 million customers across 21 states through high-speed internet, dependable phone service and high-definition television programming.

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Customer support email

BEFORE

Hello [CUSTOMER NAME]

Thank you for contacting support. If you own your own wireless modem or router, we are not able to modify its wireless settings or make any other changes. For instructions on how to log into your device and make changes, please refer to the documentation provided with your equipment or contact your modem or router manufacturer for further assistance.

If you are leasing a wireless model from our company, we do not recommend changing the wireless security key from the default because:

-The default key is always shown on the sticker affixed to the modem. Please visit <https://support.cableone.net/hc/en-us/articles/115009159867-Locating-Wireless-Security-Key> for the location of the sticker on your modem.

-The default key is purposely long and random in order to provide the greatest possible level of security.

-Once your device connects to your modem wirelessly, it will remember the security key so you do not have to re-enter it in the future, unless you reset your device.

If you would like to change the wireless setting in your leased modem, you may change the key/passphrase at <https://myaccount.cableone.net>. Once signed in, hover over My Plan and Select My Wi-Fi. Otherwise, please contact Technical Support at the number below.

Please call our 24-hour Technical Care Center at 1-877-MY-CABLE (1-877-692-2253). We are open 24 hours a day, 7 days per week and would be happy to assist you over the phone.

AFTER

Hello [Customer Name]!

First off, thank you for being a valued customer. Now, it sounds like you're looking to change the access key for the wireless modem you've leased from us. It's no problem, but we do want you to know the default key has a unique combination we believe will keep your connection the safest. You can find that key on the sticker [located here](#).

Once your devices are connected, you shouldn't have to re-enter the key.

If you still want to change your key, follow these steps:

1. [Sign in](#) to your account
2. Hover over "My Plan"
3. Select "My Wi-Fi"
4. Enter your personal password

As always, we're here for you 24/7. Call us at 1.877.692.2253.

Customer support email

WHAT WE DID

COMMITTED:

Acknowledged what the customer is asking for and explained the pros and cons

HELPFUL:

Made the information more simple and straightforward

PROACTIVE:

Provided easy-to-follow steps

PERSONAL:

Used more approachable and friendly language

AFTER

Hello [Customer Name]!

First off, thank you for being a valued customer. Now, it sounds like you're looking to change the access key for the wireless modem you've leased from us. It's no problem, but we do want you to know the default key has a unique combination we believe will keep your connection the safest. You can find that key on the sticker [located here](#).

Once your devices are connected, you shouldn't have to re-enter the key.

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3. Select "My Wi-Fi"
4. Enter your personal password

As always, we're here for you 24/7. Call us at 1.877.692.2253.

Direct mail — postcard

BEFORE

UNLIMITED DATA IS HERE.

- Cutting-edge fiber technology
- Get our fastest speeds—up to 1 Gig
- Stream on TVs, tablets and smartphones—all at the same time
- Whole-home WiFi coverage guaranteed

Up to 100 Mbps
\$49/MO*

No deposit.
No contracts.
*for 3 months. \$35 activation fee. Reg price \$55/mo.

Unlimited Data Options Available

Get the best online experience anywhere.
1-xxx-xxx-xxxx

AFTER

Your Life Doesn't Have Limits. Your Data Shouldn't Either.

Experience the freedom of unlimited.

- Our fastest speeds
- All your devices
- In every room

Discover data plans that include our whole-home WiFi coverage for as low as \$49/month for the first three months. (Regular price is \$55/month + \$35 activation fee).

No contract means you've got nothing to lose.

Get connected.

1-xxx-xxx-xxxx

Direct mail — postcard

WHAT WE DID

COMMITTED:

Highlighted why unlimited matters

HELPFUL:

Pared down the information to what's most important to a reader

PROACTIVE:

Approached the deal specifics more head on

PERSONAL:

Used language that feels more emotional

AFTER

Your Life Doesn't Have Limits. Your Data Shouldn't Either.

Experience the freedom of unlimited.

- Our fastest speeds
- All your devices
- In every room

Discover data plans that include our whole-home WiFi coverage for as low as \$49/month for the first three months. (Regular price is \$55/month + \$35 activation fee).

No contract means you've got nothing to lose.

Get connected.

1-xxx-xxx-xxxx

Print ad

BEFORE

UNLIMITED DATA IS HERE.

Up to 100 Mbps
\$49/MO*

No deposit.

No contracts.

*for 3 months. \$35 activation fee. Reg price \$55/mo.

Unlimited Data Options Available

Get the best online experience anywhere.

1-xxx-xxx-xxxx

AFTER

There's No Place in Your Life For Limits.

Discover unlimited data without a contract.

\$49/month for the first 3 months

(Regular price is \$55/month + \$35 activation fee).

Savor the freedom.

1-xxx-xxx-xxxx

Print ad

WHAT WE DID

COMMITTED:

Used strong and memorable language about why it matters

HELPFUL:

Added a story around the benefits

PROACTIVE:

Presented the details simply and in a straightforward manner

PERSONAL:

Added an emotional sign off

AFTER

There's No Place in Your Life For Limits.

Discover unlimited data without a contract.
\$49/month for the first 3 months
(Regular price is \$55/month + \$35 activation fee).

Savor the freedom.
1-xxx-xxx-xxxx

Test your internet speed

BEFORE

RUN AN INTERNET SPEED TEST, IT'S A FAST, FREE, EASY TO USE HOME SPEED CHECK

HOW TO TEST INTERNET SPEED

Make sure you're getting the fastest Internet speed possible.

Test your Internet connection to ensure you're getting the speed you pay for.

1. PLUG-IN

Plug your PC directly into your cable modem or router and disconnect or turn off WiFi.

2. SHUT DOWN APPLICATIONS

Make sure no other applications are running on your computer.

3. CHECK FOR OTHER USERS

Make sure your PC is the only device using the Internet connection.

GO

AFTER

Check Your Home Internet Speed

1. Plug your PC directly into your cable modem or router
2. Disconnect or turn off WiFi
3. Shut down all other applications
4. Ensure your PC is the only device using the internet
5. Select the Sparklight GO button

Test your internet speed

WHAT WE DID

COMMITTED:

Swapped out the sales pitch for more purposeful language

HELPFUL:

Took out extraneous information

PROACTIVE:

Outlined clear steps and closed with an active sign off

PERSONAL:

Used a directional tone for step-by-step guidance

AFTER

Check Your Home Internet Speed

1. Plug your PC directly into your cable modem or router
2. Disconnect or turn off WiFi
3. Shut down all other applications
4. Ensure your PC is the only device using the internet
5. Select the Sparklight GO button

Sparklight business — about us

BEFORE

About Cable ONE Business

Cable ONE Business is a division of Cable ONE, Inc., which is the seventh-largest cable company in the U.S. Headquartered in Phoenix, AZ, we provide superior telecommunications solutions to local businesses in 21 states at a price they can afford. Our wide range of products include cable modem-based solutions for small and medium-sized businesses, and fiber-optic services for large enterprises.

Cable ONE supports the communication and entertainment demands of more than 800,000 residential and commercial customers in Alabama, Arizona, Arkansas, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Minnesota, Mississippi, Missouri, Nebraska, New Mexico, North Dakota, Oklahoma, Oregon, Tennessee, Texas, South Dakota, and Washington. Over 50,000 businesses in largely non-metropolitan markets trust Cable ONE Business for their small Business phone and Internet, bundles, cable TV and fiber-optic systems, wiring their business for success.

AFTER

Powering the Businesses that Power Our Communities

At Sparklight Business, we connect people to what matters. This means ensuring our local business owners are always up and running with fast and seamless connections. We deliver reliable and quality internet and phone services to more than 70,000 business customers across 21 states, customers that make up the backbone of the communities where they are.

Whether single locations of mom-and-pop shops to large enterprises that span multiple states, we design and bundle the right services our business customers need today with the flexibility they need tomorrow. We're there 24/7 to make sure we're able to right whatever might go wrong. And we're invested not just because they're our customers, but because they're vital to the communities where we live, too.

Sparklight business — about us

WHAT WE DID

COMMITTED:

Emphasized why what we do matters

HELPFUL:

Included only information that would be useful to a reader

PROACTIVE:

Emphasized flexibility, reliability and customer support — the elements that matter to a business owner

PERSONAL:

Used more conversational language

AFTER

Powering the Businesses that Power Our Communities

At Sparklight, we connect people to what matters. For our business division, this means ensuring our local business owners are always up and running with fast and seamless connection. We deliver reliable and quality internet and phone services to more than 50,000 customers across 21 states, customers that make up the backbone of the communities where they are.

Whether single locations of mom-and-pop shops to large enterprises that span multiple states, we design and bundle the right services our business customers need today with the flexibility they need tomorrow. We're there 24/7 to make sure we're able to right whatever might go wrong. And we're invested not just because they're our customers, but because they're vital to the communities where we live, too.

Your business solutions

BEFORE

Increase sales and streamline business operations with advanced internet, phone and TV services.

Today, the majority of all retail sales are made on or influenced by the internet. So to survive and succeed, retailers need a reliable, high bandwidth internet connection. At the same time, to compete for traditional walk-in customers, retail establishments must take advantage of any and all technology that can improve customer service. At Cable ONE Business, we can tailor internet, TV and phone solutions to give your retail business a competitive edge.

AFTER

A Better Experience — For Your Customers and For You

Fast and seamless connection is a lifeline to increased sales, better customer experiences and smoother business operations. Upgrade your business with a bundled solution — internet, TV and phone — that's right for you. Whether your customers are shopping online, calling for customer service or there in your store, we ensure you're able to give them the experience they expect from first browse to final checkout.

Your business solutions

WHAT WE DID

COMMITTED:

Emphasized our flexible solutions to fit unique business needs

HELPFUL:

Outlined the most important point of a fast and seamless connection

PROACTIVE:

Laid out the benefits of increased sales, better customer experiences and smoother business operations

PERSONAL:

Used a warm and approachable tone

AFTER

A Better Experience — For Your Customers and For You

Fast and seamless connection is a lifeline to increased sales, better customer experiences and smoother business operations. Upgrade your business with a bundled solution — internet, TV and phone — that's right for you. Whether your customers are shopping online, calling for customer service or there in your store, we ensure you're able to give them the experience they expect from first browse to final checkout.

Advertising — about us

BEFORE

Innovative marketing services to help you grow your business

Whether you want to build awareness for a new product or service, attract more foot traffic into your store or generate a continuous supply of leads for your sales team, we'd like to help.

At Cable ONE Advertising, we know that one size definitely does not fit all. We take the time up front to understand your unique business goals and challenges before we ever recommend a product or service. We have one simple goal. And that's to help our customers succeed through effective, innovative digital marketing, creative services and cable TV advertising campaigns.

AFTER

Advertising That Grows With You

The right advertising can connect your business to what matters most. Whether you're trying to reach new markets, new regions, or new customers, Sparklight Advertising is here to help.

By first understanding your marketing objectives and challenges, we can create, develop and deliver effective advertising to help your business succeed. We work together — as partners — to build campaigns that are as unique as your business, helping you reach your goals at every stage.

Advertising — about us

WHAT WE DID

COMMITTED:

Focused on what a reader might need

HELPFUL:

Used simpler language and got right to the point

PROACTIVE:

Made the language more active

PERSONAL:

Emphasized how we work together

AFTER

Advertising That Grows With You

The right advertising can connect your business to what matters most. Whether you're trying to reach new markets, new regions, or new customers, Sparklight Advertising is here to help.

By first understanding your marketing objectives and challenges, we can create, develop and deliver effective advertising to help your business succeed. We work together — as partners — to build campaigns that are as unique as your business, helping you reach your goals at every stage.

Advertising services

BEFORE

Putting Our Expertise to Work for You

Discover the Cable ONE Advertising advantage.

We're passionate about helping you succeed. We provide the digital marketing and advertising expertise to help you grow and thrive.

We also know that running a business is a full-time job (at least). That's why Cable ONE Advertising works with you to do the heavy lifting when it comes to digital marketing and advertising. We'll create it for you, launch it, then track and manage it so you see results.

Put us on your team and we'll put our expertise to work for you.

AFTER

Our Expertise, At Your Fingertips

Digital marketing and advertising can connect your business to new regions, new industries, new customers. At Sparklight Advertising Services, we're here to help.

We start by understanding your goals and then working with you to create and launch targeted campaigns. We'll then manage and track the work, helping you refine and adjust for the most effective return. Let's explore what we can do — together.

Advertising services

WHAT WE DID

COMMITTED:

Instead of a sales pitch, dialed up what we do

HELPFUL:

Outlined the clear outcomes of connection — to regions, industries and customers

PROACTIVE:

Used more clear language to explain our approach

PERSONAL:

Used a warm and dependable tone without overpromising

AFTER

Our Expertise, At Your Fingertips

Digital marketing and advertising can connect your business to new regions, new industries, new customers. At Sparklight Advertising Services, we're here to help.

We start by understanding your goals and then working with you to create and launch targeted campaigns. We'll then manage and track the work, helping you refine and adjust for the most effective return. Let's explore what we can do — together.

Additional resources



Need help?

- Brand guidelines available online
- Reach out to the marketing team for additional guidance

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