KERRY

Digital Content Style Guide

Digital content style guidelines and templates for common Kerry.com pages and assets

October 2022

Contents

Introduction

This writing and format style guide serves as a reference for the creation of impactful and consistent digital commercial content, building on the existing Kerry Tone of Voice and Brand Guidelines.

These digital commercial content guidelines cover:

What we write:

· Tone

· Word usage/phrasing

· Point of view

How we write:

· Grammar

· Punctuation

· Verb tense, etc.

Best practices and sample templates for various digital assets including:

· Campaign emails

· Campaign landing/download pages

· Kerry.com product and application pages

· Kerry.com insights pages (KerryDigest, Case Studies)

Fillable "copy decks" are available to assist in the content development of each type of asset—you can request these from the global digital team when you initiate a new project in Workfront.

Tone of Voice and Engaging Content

We aim to communicate in a way that is both engaging and authentic.

Tone of Voice and Engaging Content

Our company values are represented in the following Kerry Tone of Voice principles:

- **Optimistic:** Capturing the positive attitude and impact our open minds create

- **Brave:** Showing how we face our challenges courageously

- **Collaborative:** Demonstrating how we include others and the pride we take in our team

- **Energetic:** Elevating how our enterprising spirit is brought to life in our work

To view the full Tone of Voice, see the **Kerry Brand Guidelines**

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Tone of Voice and Engaging Content

To create engaging content, consider these suggestions:

1. Put your audience first.
Who are they and what do they need? Start here, delivering information that will satisfy their pain points and needs.

2. Grab their attention.
We have very little time to capture attention in a world of distractions. Headlines should be concise and punchy; content should provide a clear service and a call to action.

3. Stay scannable.
Visual cues guide the reader. Use bulleted lists and bold headings to highlight text; write in short and easy-to-read sentences and paragraphs.

4. Write like a human.
Keep copy conversational. When in doubt, read your writing aloud and see if it's easy to say and understand.

Tone of Voice and Engaging Content

5. Stop when enough is enough.
Don't use filler or add extraneous details. Cover the important points then wrap things up.

6. Ask yourself if what you're writing about is interesting, useful and new.
For example:

- Are we providing insights that the reader can't get anywhere else?

- Are we talking about a topic in a new way?

- Are we giving the audience a tool to solve their problems?

Digital Content Point of View and Best Practices

We are committed to making it easier for our customers to do business with us.

- **Point of view:**
  - Our commercial content is written with the intent of providing expert guidance to members of the food, beverage and pharma industries.
  - As the world's leading source of sustainable nutrition, we have insights and innovations at our fingertips.
  - By sharing our expertise and putting the customers' needs first, we gain trust and build our reputation for excellence.
  - Writing content that is compelling, memorable and unique will increase our likelihood of earning new business.

Digital Content Point of View and Best Practices

- **Digital best practices:**
  - Cross-link related content, when possible, to help the user keep exploring (except on content that focuses on an on-page form completion, such as campaign download pages).
  - When creating pages, keep in mind the Call to Action (CTA), such as getting a customer to download a new report or contact us for more product information.
  - Keep sustainability as a subtle thread throughout the content.
  - Space is limited to accelerate the user journey; use only the most salient and succinct copy points to highlight Kerry's value proposition.
  - Content order/priority in navigation should mirror content order/priority on the page.

Phrases, Terms and Content to Avoid

1. We/Us/Our. The best way to engage a reader is to speak to them/ their needs, rather than focus on us/our abilities. Write for the reader/ customer. Use we/us/our sparingly.

2. "At Kerry, we…". This popular phrase is confusing because it shifts from third person to first person. Simplify your sentence by starting with "Kerry" or "We", or better yet, consider if the focus should instead be on the customer, consumer, etc.

3. Jargon and technical language. While terms like "technologies" and "end use market" may be common within Kerry, there are clearer, simpler ways to convey the same ideas in external writing. Aim to keep your content conversational. Even simple swaps such as replacing "utilise" with "use" can help.

4. Repetitive words, phrases and descriptors. Vary your phrasing so that not every product portfolio is described as "robust". The same logic applies to describing key benefits and so forth: rather than repeat the same information, investigate to find new angles, highlights, etc.

Phrases, Terms and Content to Avoid

5. Kerry history. We are proud of our legacy and have dedicated sections on Kerry.com that discuss it in great detail. Therefore, it's unnecessary to include a detailed company history elsewhere, such as on individual product pages.

6. Words that could be perceived as guaranteeing a claim or benefit. For instance, it is generally best to avoid words and phrases including "proven" or "shown to" or "known to". Instead, it's safer to say things are "scientifically supported", or "scientifically suggested" or "perceived to improve", which are more vague. We can also say that consumers "perceive" a product as being healthy. When in doubt, consult with the regulatory department. (ALL content should be reviewed by regulatory before publication.)

7. "That", "in order to" and other filler content. Words such as "that" can often be removed to speed up comprehension. Proofread your writing with an editor's lens, looking for words, phrases, sentences and paragraphs to cut.

Grammar, Punctuation, Tense and More

In general:

- We defer to Associated Press/AP Style as a baseline guide

- We prefer EU spelling/punctuation rules (when creating regionalised content, follow local style)

PhD

Academic Degrees

Use an apostrophe and spell out academic degrees. Use abbreviations for degrees only when you need to include a list of credentials after a name; set them off with commas.

She has a bachelor's degree.

Peter White, PhD, was the keynote speaker.

P/S

Acronyms

Spell out on first mention. Put acronyms in parentheses after the first reference (when referenced more than once—do not include if referring to just once). Some acronyms, such as U.S., require periods, but most do not.

The Kerry Health and Nutrition Institute (KHNI) translates nutrition science and policy into insights for the food and beverage industry. KHNI publishes a regular blog.

Grammar, Punctuation, Tense and More

Bullets

Bulleted lists often follow a colon.

Each bulleted item should:
- Start with a capital letter
- "Complete the phrase" that comes before the colon
- Be free of end punctuation

When a bulleted list follows a complete sentence/a sentence that ends with a period, each bulleted item should:
- Start with a capital letter
- Be written as a complete sentence (with a subject, verb, etc.)
- End with a period
- (Such lists can be numbered, rather than bulleted, if preferred.).

Key benefits of this product include:

- Long shelf life
- High viscosity
- Authentic flavour

There are three rules to creating compelling copy:

- Well-written copy is easy to understand.
- Compelling content has a point.
- Good copy is short and exacting.

ABC Capitalisation

Capitalise formal titles that come directly before or after a name. Lowercase formal titles that appear on their own or in a phrase. Do not capitalise department names, end use markets (EUMs), etc., when used in general conversation.

Jane Doe, Senior Marketing Manager, ... Jane Doe is a senior marketing manager...

Our taste products... (taste remains lower case)

The foodservice team (foodservice remains lower case)

Grammar, Punctuation, Tense and More

1%[1]

Citations

Facts and stats need to be supported. In articles, case studies and most product writeups, it is enough to list the source in the running text. In research, such as white papers, use superscript numerals in the text and cite the full source at the bottom of the page or document.

Resources used in a blog, case study or product writeup:
 ...by 37% of consumers, according to Mintel's '2022 Sugar Trends Report.'

Resources in a whitepaper or other technical document/writeup:
...by 37% of consumers.[1]

Footnote:
1.   2022 Sugar Trends Report, Mintel

Colons/semi-colons

Colons introduce or define something, such as quotes or lists. They can also combine two independent clauses. In British English, the first letter after a colon is capitalised only if it's a proper noun or an acronym; in American English, the first word after a colon is sometimes capitalised if it begins a complete sentence.

The primary use of semicolons is to join two closely linked main clauses, or to separate items in a list that includes commas.

Choose a goal: reduce sugar or improve taste.

We have 37 new beverage insights: these are all you need for innovation.

Taste is key; consumers rank nutrition second.

Trending tastes include ripe, juicy peach; rich, creamy chocolate and sweet honey.
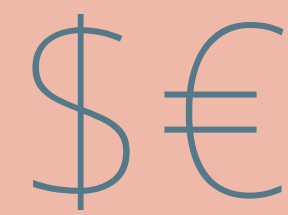
Grammar, Punctuation, Tense and More

Commas

Do not use Oxford commas. (In lists, do not use a comma before the final "and.").

Our products contain organic, non-GMO and locally sourced raw materials.

Currency/monetary figures

String together the currency location, type and amount. When referring to millions, billions, etc., spell out the full word.

US$100

EU€100

AU$100 million

Dashes

Use an em dash to create a larger pause - this piece of punctuation should be used sparingly. In AP style, the dash should be set off with spaces on both sides.

Our global research teams investigated how plant-based meat and dairy alternatives are meeting — and missing — the mark, coming up with targeted suggestions in our global and localised reports.

Grammar, Punctuation, Tense and More

a.m.

Dates, days and times

Always use Arabic numerals, without st, nd, rd or th. Use EU ordering (day month, year) except when writing for a North American audience (use month, day year. Always spell out the month (no abbreviations). When a phrase refers to a day, month and year, set off the year with commas. Use a.m. or p.m. (with periods).

8 October, 2023 in EU and APMEA

October 8, 2023 in NA and LATAM

Do not use abbreviations (Oct.) or add th, st, etc., after numbers (8th, 1st, etc.)

Write 8 a.m. (not 8AM)

— Hyphens

When you are not sure if a word needs a hyphen, Google it and rely upon trusted guides such as Merriam-Webster.

Some phrases, such as plant-based, always include a hyphen when part of a compound modifier (plant-based products) but don't require a hyphen when on their own (the product was plant based).

Some words are hyphenated in the U.S. (well-being) but not in the UK (wellbeing).

When used in a title, the second word in the hyphenated word should be lowercased:

Plant-based Meat Insights

Doe

Names

Use a person's first and last name the first time he or she is mentioned. On second reference, use only last name with no title.

John Doe contributed to this research. 'We spoke with 75 consumers,' says Doe.

Grammar, Punctuation, Tense and More

123 Numbers

Spell out numbers one through nine and use figures for numbers 10 and higher. (Common exceptions include addresses, ages and monetary figures.) Spell out numbers used at the beginning of a sentence.

After seven months of development, we sold 8,000 units on launch day.

Seventeen ingredients went into the final formulation.

P/S Periods/spacing after periods

Use only one space after the end of a sentence. This conserves space.

No need to add a double space after periods. One space is plenty.

" Quotation marks

Use a single quotation mark around phrases and place punctuation inside the quote marks. (In the U.S., use double quotation marks.)

'Proper quote style for all regions but the United States.'

"Proper quote style in the United States."

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Grammar, Punctuation, Tense and More

Ⓡ ™ Registered ® and trademarked ™ symbols

For registered and trademarked words, names and brands, use the appropriate symbol in the first/largest on-page mention. You may also choose to include in the first body copy mention, but you do not need to include in other on-page mentions.

Title: *Kerry* Tastesense™ for Better Beverages

Body copy: **Kerry** Tastesense™ can help preserve aroma and flavour. Tastesense is also used to maintain mouthfeel.

Verb tense

Generally, use present tense. (Rather than past or future tense.) This applies to quoting experts, explaining how a product works, etc. When writing a white paper or about specific research, past tense is used.

'It dissolves quickly,' says Pratt.

Do not say: 'It will dissolve quickly', said Pratt.

(See *Tone of Voice* for more examples.)

Voice (active vs passive)

Generally, use an active voice, rather than a passive one.

Do say: 'We researched...'

Do not say: 'We set out to research...'

(See *Tone of Voice* for more examples.)

Campaign Landing Pages

To ease campaign creation, you can choose from seven different landing page templates. These templates vary in length, and templates one through six are designed to support gated downloadable content, such as eBooks.

See all templates **here**.

Template seven has a contact us form as the CTA. Template seven is only to be used for:

- A <90 day awareness campaign featuring product info not on **Kerry.com**.
- A site/landing page for a new acquisition that will not be migrated to **Kerry.com**.

Once you have selected a campaign landing page template, you can find the corresponding fillable copydeck **here**.

Complete the fillable components then submit the project to the **Kerry.com** requests queue via Workfront.

Product Pages

Most product page additions will be of Level 3 and Level 4 pages.

Level 3 pages are category sub-pages, such as our page for Savoury Flavours & Extracts (which falls under the Level 2 Taste Ingredients page) or our Stocks & Broths page (which lives under the Level 2 Food Solutions page).

Level 4 pages are branded (and occasionally unbranded) product pages that live under level 3 category sub-pages. For instance, our Level 4 Simply Nature™ Citrus Extracts & Flavours page falls under the Level 3 Sweet Extracts & Flavours page, and our Level 4 Biobake page falls under the Level 3 Food & Beverage Enzymes page.

To receive a fillable copydeck for a Level 3 or Level 4 product page, submit a project to Kerry.com Requests queue via Workfront.