



BRAND STANDARDS

FOR AAA NORTHERN CALIFORNIA, NEVADA & UTAH



BRAND VOICE

OUR GUIDING PRINCIPLE

We keep our words, sentences and stories simple

OUR BRAND PERSONALITY

Human, Warm, Helpful, Knowledgeable, Honest

OUR BRAND EMOTIONAL BENEFIT

Freedom

WRITING FOR THE BRAND

Keep the brand personality traits in mind as you write. As a Membership organization with a long history of local community involvement AAA speaks on a personal level with our Members. Think of us as a trusted friend who always offers you useful, relevant advice but doesn't talk your ear off because she knows you're busy. Be approachable and conversational yet concise and to the point.

OVERALL WRITING GUIDELINES

Talk about the benefits to the Member, not how great AAA is. (You vs. We)

YES: Save up to 15% on your auto insurance with multi-policy, multi-car, good driver and good student discounts. Talk to a local agent today.

NO: We're always looking for ways to help our Members maximize their savings. Contact us and we'll be happy to explain how you can save up to 15% with multi-policy, multi-car, good driver and good student discounts.

YES: Get an auto insurance quote and discover how you can save up to 15%.

NO: Get an auto insurance quote and you'll discover how AAA can help you save up to 15%.

YES: Switch today and see how easy it is!

NO: Switch today — we make it easy!

Be concise, get to the point and don't waste the Member's time

YES: Everyone's life is different. To ensure your policy meets your specific insurance needs you can tailor your coverage with a variety of endorsements and options.

NO: We know that everyone's circumstances are different, so we want to ensure that the policy we design and provide for you meets your specific insurance needs. That's why we offer endorsements and options to modify our policy to meet your requirements.

Focus on your primary message. Don't overwhelm the reader with too many details.

YES: Come to the Grand Opening Event on May 15 from 10am–2pm.

NO: Visit our new branch starting May 2 and come to our Grand Opening event on May 15 from 10am–2pm. While you're there, get an insurance quote and get a free blanket and \$25 off any service at Car Care Plus.

Present useful content quickly.

YES: AAA Emergency Road Service. Call 800-AAA-HELP (800-222-4357) or Request Service Online

NO: For 80 years, AAA has been rescuing stranded motorists. AAA Emergency Road Service can get you back on the road or to the nearest shop, 24 hours a day, 7 days a week. Here are three easy ways to get assistance:

- Call 800-AAA-HELP (222-4357)
- Fill out our online form
- Download the FREE AAA Mobile app to your iPhone or Android device.

When possible, point to enjoying life more

YES: You've got things to do. And dealing with the hassles that come with switching auto insurance probably isn't one. AAA takes care of the details, discounts and more so you can keep doing the things you love.

NO: We know you're busy. That's why we take care of the legwork when you move your auto insurance to AAA. We'll find every possible discount and handle all the details — ensuring you have no gaps in coverage.

FINALLY AND MOST IMPORTANTLY

Honor our trusted legacy. Don't violate the trust Members have in the AAA brand by using:

- Unsubstantiated claims or hyperbole: "Service unmatched by any insurance company"
- Confusing offers or discounts: "Save up to \$22 on Membership when we waive the \$17 one-time enrollment fee and an extra \$5 if you sign up for automatic renewal."
- Misleading outer envelope copy on direct mail letters: Go to the Direct Marketing Association website for detailed examples of unethical outer envelope copy.

<http://thedma.org/resources/compliance-resources/dma-alert-for-marketers-envelope-copy-must-be-honest/>

With whatever we write, we always want to ask ourselves—is it helpful? Is it trustworthy? If not, or if it's questionable, then it's probably not on brand.

COMMON TROUBLE SPOTS

Watch out for these words, phrases and constructions that we avoid.

Our company name is: AAA Northern California, Nevada & Utah. Please use the "&" not "and" when writing our company name.

We don't make "AAA" possessive. "AAA road service technicians" not "AAA's road service technicians"

We always capitalize "Member" and "Membership"

Our club's product is called "AAA Emergency Road Service"

It is NOT called:

- | | |
|-------------------------------|-----------------------|
| • Emergency Roadside Services | • Roadside assistance |
| • Emergency Roadside Service | • ERS |
| • Road services | • AAA towing service |

EMAIL WRITING GUIDELINES

Make sure to review the writing guidelines for the overall brand in the Voice section of this guide.

KEEP IT SIMPLE

Use plain language and contractions; avoid jargon; make headlines, sentences, calls to action concise and direct.

GET TO THE POINT

Email copy should present the offer, support points and the call to action—and be done. Excessive “table-setting” copy can delay the reader from connecting with the offer. Eye-tracking studies have shown that 67% of web readers ignore introductory copy in emails.

MAKE TEXT SCAN-FRIENDLY

Research indicates that 79% online audiences scan rather than read. These formatting elements will aid readers as they scan text.

FOCUS. FOCUS. FOCUS.

Keep the copy focused on the primary objective of the communication. Focus on one offer and one action per communication vehicle. Don't overwhelm your audience with multiple messages and ancillary details.

PUT THE MEMBER FIRST NOT AAA

Keep the Member in mind and address the “What's in it for me?” early in the piece. Use “You” statements as opposed to “We” statements to keep the focus on the reader.

BE SPECIFIC

Provide value-based details and avoid vague language. Spell out in clear, easy to understand but concise copy: What is the benefit? How much can I save? Where can I redeem this offer?

DON'T TELL USERS TO “CLICK” ON LINKS

Use hyperlink text instead of writing out a URL or relying on the instruction “click here”. The hyperlink text should provide adequate description to communicate to the user what content they'll see after they click.

MARKETING LANDING PAGE WRITING GUIDELINES

Make sure to review the writing guidelines for the overall brand in the Voice section of this guide.

FOCUS. FOCUS. FOCUS.

Marketing landing pages should focus on one offer and one specific call to action. Don't overwhelm your audience with multiple messages and ancillary details. The point of this kind of page is to get a user to take action.

KEEP IT SIMPLE

Use plain language and contractions; avoid jargon; make headlines, sentences, and call to action concise and direct.

MAKE TEXT SCAN-FRIENDLY

Research indicates that 79% online audiences scan rather than read. These formatting elements will aid readers as they scan text.

PUT THE MEMBER FIRST NOT AAA

Keep the Member in mind and address the "What's in it for me?" immediately on the page. Use "You" statements as opposed to "We" statements to keep the focus on the reader.

DIRECT MAIL WRITING GUIDELINES

Make sure to review the writing guidelines for the overall in the Voice section of this guide.

KEEP IT SIMPLE

Use plain language and contractions; avoid jargon; make headlines, sentences and calls to action concise and direct.

HONOR OUR TRUSTED LEGACY

Don't violate the trust Members have in the AAA brand by using:

- Unsubstantiated claims or hyperbole: "The world's most trusted brand."
- Confusing offers or discounts: "Save up to \$22 on Membership when we waive the \$17 one-time enrollment fee and an extra \$5 if you sign up for automatic renewal."
- Misleading outer envelope copy: Go to the Direct Marketing Association website for detailed examples of unethical outer envelope copy.

<http://thedma.org/resources/compliance-resources/dma-alert-for-marketers-envelope-copy-must-be-honest/>

FOCUS. FOCUS. FOCUS.

Keep the copy focused on the primary objective of the communication. Focus on one offer and one action per communication vehicle. Don't overwhelm your audience with multiple messages and ancillary details.

GET TO THE POINT

The purpose of direct response marketing is to get the reader to respond to the offer. Copy should present the offer, support points and the call to action—and be done. Excessive "table-setting" copy can delay the reader from connecting with the offer.

PUT THE MEMBER FIRST NOT AAA

Keep the Member in mind and address the "What's in it for me?" early in the piece. Use "You" statements as opposed to "We" statements to keep the focus on the reader.

BE SPECIFIC

Provide value-based details and avoid vague language. Spell out in clear, easy to understand but concise copy: What is the benefit? How much can I save? Where can I redeem this offer?

WRITING FOR CAMPAIGNS

Make sure to review the writing guidelines for the overall brand in the Voice section of this guide.

KEEP IT SIMPLE

Use plain language and contractions; avoid jargon; make headlines, sentences and calls to action concise and direct.

FOCUS. FOCUS. FOCUS.

Keep the copy focused on the primary objective of the communication. Focus on one offer and one action per communication vehicle. Don't overwhelm your audience with multiple messages and ancillary details.

BE SPECIFIC

Provide value-based details and avoid vague language. Spell out in clear, easy to understand but concise copy: What is the benefit? How much can I save? Where can I redeem this offer?

KNOW YOUR AUDIENCE

Some campaign pieces speak to different target groups. Are you talking to an existing Member or a non-Member? A Member with insurance or without? Make sure to tailor your call to action to the appropriate audience.