



Lawson Voice

Brief Introduction

Marybeth Reed
Corporate Marketing
Marybeth.reed@lus.awson.com



Why This? Why Now?

It's about being the good relationship company

It's about what we say and how we say it



The Lawson Voice

Friendly, Amicable, Plainspoken, Conversational, Humorous



A New Voice for Lawson

- ▶ The Lawson voice:
 - Starts with a conversation, a story that is
 - ▶ Simple, clear, focused
 - ▶ Friendly, plain-spoken
 - ▶ Told in the active voice
 - ▶ Not without humor
 - A story that
 - ▶ Offers a fresher voice

The new Lawson Voice is the voice & identity of our brand.

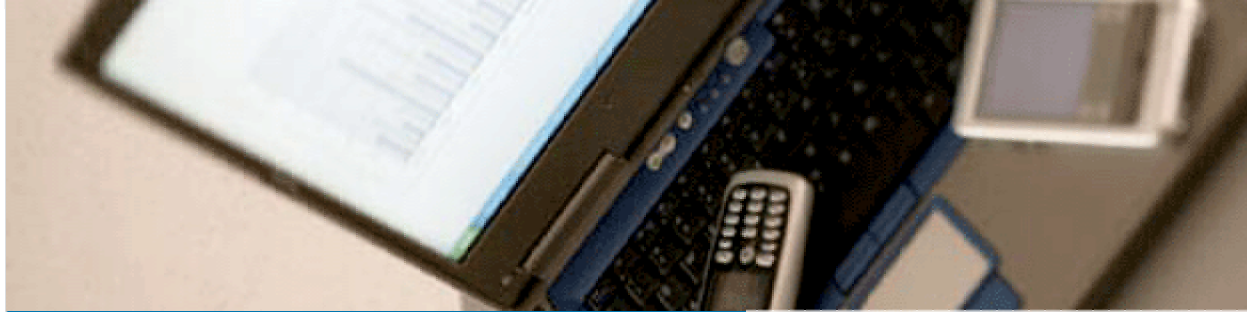
Fresher Voice

- ▶ Did you know that ...
 - Google refers to their founders by name in the documents the U.S. requires when a company goes public?
 - From its inception, Google has focused on providing the best **user experience** possible?
 - Google uses active voice in its press releases and investor relations materials?
 - Google uses first person (I, We) and second person (You) instead of third through many of its corporate materials?



Five Things to Know About the Lawson Voice

1. **Know your audience**
 - ▶ Speak to them, not above them or around them
 - ▶ Lead with what is important to them
2. Start a conversation; tell a story
3. Draw conclusions
4. Be consistent with brand
5. If it's not in the *Lawson Writing Standards*, refer to the *Associated Press Style Book*



Writing Sample – Sales Materials

Before settling on Lawson Procurement Card solution, Walter thought the ringing in his ears was a permanent condition.

Add Freedom and Flexibility to Your Procurement Process

Without a procurement card solution, you may find that your phone rings more than Walter's with P.O. requests, inquiries, and grievances. Katie can't match a P.O. to an invoice for 12-32 oz. bottles of heavy-duty dish soap for the company's kitchens. Carl can't figure out who bought two dozen extra print cartridges for a printer that hasn't been used since 2002. And Cheryl just wants three reams of 11x17 cover-weight bond for a one-time mailing she's planning to print tomorrow.

It's these little things that can cause big purchasing headaches, but you need the little stuff in order to get on with the big stuff, like improving the overall bottom line. No, 12 bottles of dish soap and three reams of paper are not going to put you in the red, but the time and energy spent on requisition, purchase order, and accounts payable processing can definitely cost you.

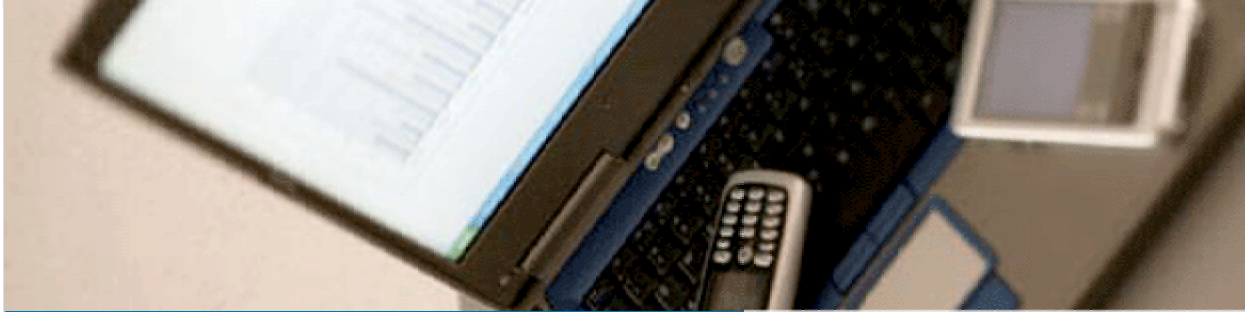
Implementing a procurement card program can help you simplify these processes and save some of the costs of processing these transactions. However, you still have to administer the program, audit spend, track who is buying what, and tie it all to your Lawson Procurement and Financials system.

That's why you need Lawson Procurement Card.



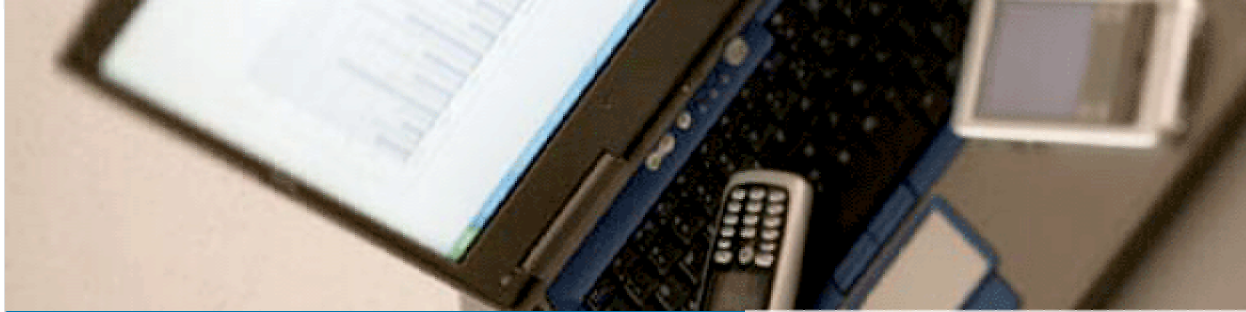
Five Things to Know About the Lawson Voice

1. Know your audience
2. **Start a conversation; tell a story**
 - ▶ Talk about benefits, value, customer experience
 - ▶ Remember that less is more
 - ▶ “Use” instead of “utilize”
 - ▶ “Before” instead of “prior to”
 - ▶ Shorter messages. sentences, phrasing is best
3. Draw conclusions
4. Be consistent with brand
5. If it's not in the *Lawson Writing Standards*, refer to the *Associated Press Style Book*



Five Things to Know About the Lawson Voice

1. Know your audience
2. Start a conversation; tell a story
3. **Draw conclusions**
 - ▶ The conclusion may be obvious to you
 - ▶ Make it obvious to everyone
 - ▶ Always draw conclusions for your audience
4. Be consistent with brand
5. If it's not in the *Lawson Writing Standards*, refer to the *Associated Press Style Book*



Writing Sample – Direct Mail

LAWSON™

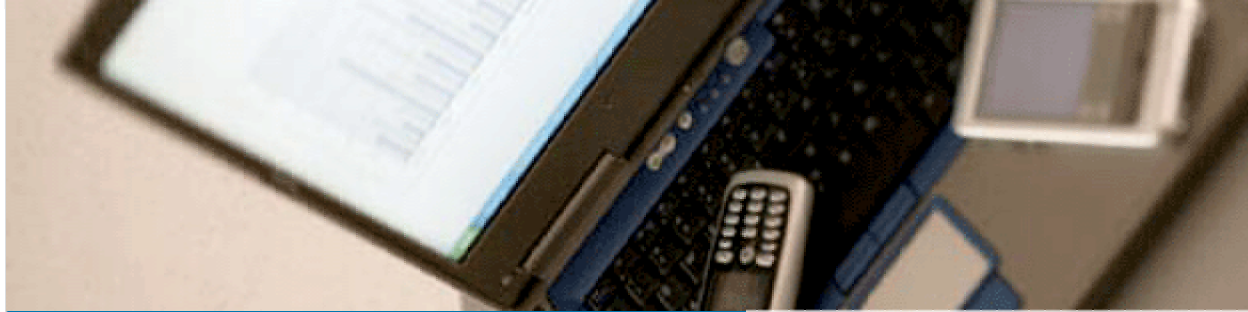
Wendell was used to being in the hot seat, but this was more than he bargained for.

Don't end up like Wendell!

Click here to see how your peers turn compliance issues into competitive advantage with Lawson Compliance Control Manager. And while you're at it, why not treat yourself to **\$20 worth of Mrs. Fields Cookies.**

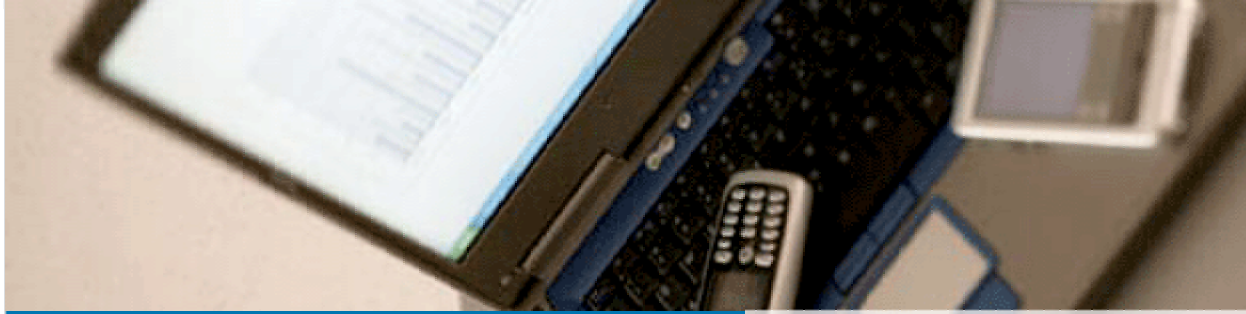
- **No more complex documentation**
- **No more manual processes**
- **No more compliance issues**

Find out today!



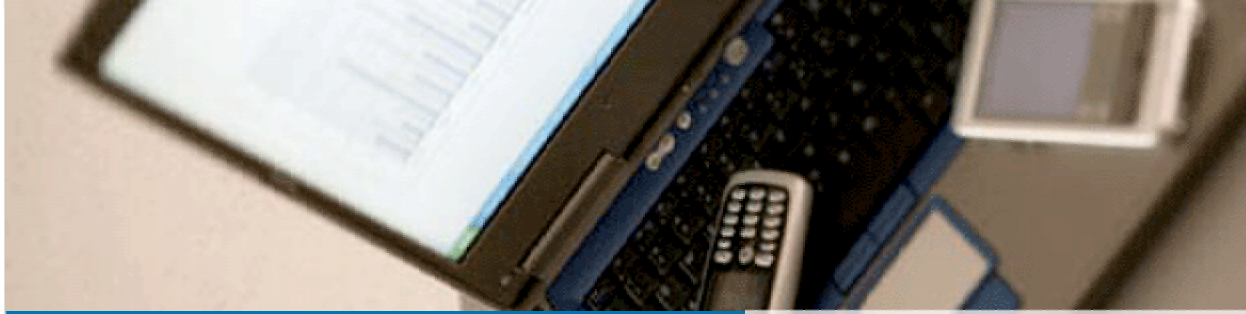
Five Things to Know About the Lawson Voice

1. Know your audience
2. Start a conversation; tell a story
3. Draw conclusions
4. **Be consistent with the Lawson brand**
 - ▶ Be consistent with product names
 - ▶ Avoid using “Lawson” as “Lawson’s”
5. If it’s not in the *Lawson Writing Standards*, refer to the *Associated Press Style Book*



Five Things to Know About the Lawson Voice

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 - ▶ Start a conversation; tell a story
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Where to Use the Lawson Voice?

▶ Short-term material

- Lawson web site
- Flyers
- Web banners
- Battle cards
- Flash movies
- Postcards
- Ads
- Posters, banners
- Marketing campaigns,
- Roll-ups and event material
- Direct mail, business letters
- Presentations, PowerPoints
- Hand-outs
- Sales sheets

▶ Long-term material

- Brochures
- White papers
- Customer profiles
- Fact sheets
- Case studies



General Writing Rules

1. Know that our official language is American English
2. Write clearly, simply (as many of our readers are not native speakers of English)
3. Place the most important information first
4. Use language (and punctuation) consistently
5. Use simpler sentence structures and active verbs
6. Limit styles like *italics*, **bold**, ALL CAPS, and underline
7. Follow appropriate key messages



Product Names

- ▶ Be consistent with product names
- ▶ Always spell out complete, proper product names
 - **Right:** Lawson S3 Human Capital Management
 - **Wrong:** Lawson S3 HCM



Lawson M3 and Lawson S3

- ▶ M3 and S3 are product line designations, not brands
 - Lawson M3 Enterprise Management System
 - ▶ Made up of nine application suites
 - ▶ Customers do not buy Lawson M3; they buy Lawson M3 System suites and/or applications
 - Lawson S3 Enterprise Management System
 - ▶ Made up of nine application suites
 - ▶ Customers to not buy Lawson S3; they buy Lawson S3 System suites and/or applications



Web Copy

- ▶ If you use 100 words in print, use 50 words on the web (25 would be even better)
- ▶ Structure articles with two or three levels of headings
- ▶ Use multiple pages for longer copy





LAWSONTM

Simpler Is Better

www.lawson.com