

For internal use only

Words

We all use them. And each one sends a signal. At Aegon, our purpose is helping people **live their best lives**. To help them do that, let's **write with warm words**.





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How we sound

If you're reading this - and it's great that you are - you'll probably be writing for Aegon. Maybe you've just joined in Customer Care, and are looking for tips for our letters or emails. Perhaps you're part of our People team, working on a new job description. Or maybe you're working in Marketing, and wondering about 'tone of voice' for a post on LinkedIn.

Whatever it is you'll be writing - from emails to our annual report - we'd like you to write with warm words. That's the Aegon brand voice in a nutshell. And it applies everywhere, in (or on) everything.

By writing with warm words on every occasion, we can help people live their best lives.



How to remember it

We use the phrase **write with warm words** to help people remember the most important thing about how we sound. And that's it. To write with warm words.

Hopefully it's easy to remember. As long as you know our tagline, *live your best life*, you should be able to recall **write with warm words**. It's the same length, at four syllables. And it shares the same rhythm.

In both phrases, the emphasis falls on the first and last words. Both lines use alliteration, too.

Try saying them out loud. It'll help you connect them:

Live your best life.

Write with warm words.

See what we mean? It almost feels like a short poem. And in a way, that's exactly what it is.

So remember the phrase **write with warm words**. We call it our writing 'hook', because if you can remember that, the rest should flow easily.

And the rest is just four adjectives. Words that describe the 'voice' we're aiming for. One that's **lively, personal, positive** and **human**.

These should be easy to think of as well. Go back to the tagline - *live your best life* - and make a connection in your memory that links each of the words in that phrase with one of the writing adjectives. Like this:

live = lively

your = personal

best = positive

life = human

(Pause to think about each of them for a moment. You'll see that there's a logic around their meanings that links them together.)

So, to recap all that:

Live your best life.

Write with warm words.

In a way that's lively, personal, positive and human.

That's it. That's how we sound in our writing. And how to remember it. Or it's the theory part, anyway. To bring it to life, follow the writing tips in the next section.

Writing 'hook':

write with warm words

Our tagline:

live

your

best

life

How we sound:

lively

personal

positive

human

Six writing tips



1. Use familiar, everyday words

Years of school, college, uni and work have drummed us into reaching for over-complex language when most of the time simpler, more straightforward words work just as well. In fact, research shows that readers prefer them. On the next page you'll see some examples that should assist – sorry, help.



2. Write it more like you'd say it

Pretend you're not writing. Imagine you're having a conversation instead. Put your pen down, or close the laptop. Ask yourself: What am I trying to say? And how would I say it, if I was speaking face-to-face? Now, just write that down. (Feel free to use 'contractions' like we'll.)



3. Read it out loud

It's the best way to check you're using warm words. Read what you've written out loud. Did it feel lively, personal, positive and human? It did? Fantastic. See, you're acing it.



4. Ask a colleague

Sometimes we as writers can be too close to the topic in question. We know what we mean, but will our readers? So ask a colleague for their view on your version. A fresh pair of eyes can work wonders.



5. Make it personal

Use plenty of personal pronouns. Words like you, we, us and our. They'll help us sound human and warm. And don't be scared of words with personality: they're key to helping language feel lively. By this, we mean those chatty little words and expressions you might use when speaking to a friend – but probably didn't put in your essays at school.



6. If it sounds too much like writing, rewrite it

This was thriller writer Elmore Leonard's top tip. It worked for him – and it works too for a style that's all about being lively, personal, positive and human.

Instead of words like:

Try:

Instead of phrases like:

Try:

accumulate

build up

Aegon has plenty of options

we've got plenty of options

additional

extra

alternative methods

other ways

error

mistake

at your earliest convenience

as soon as possible

further

more

further guidance

more help

however

but

if you remain dissatisfied

if you're still not happy

may

might

if we're unable to

if we can't

purchase

buy

the majority of

most

regarding

about

remains appropriate

is still right

via

by

to provide savings solutions

to look after pensions

via telephone

by phone

we're unable to

we can't





Going deeper

For most people, the advice to write with warm words in a way that feels lively, personal, positive and human will be enough to give a strong steer on how our writing should sound.

The tips on page six should help too. Use familiar words. Write it like you'd say it. Read it aloud just to check. And use plenty of personal pronouns: they're those little friendly words like *we* and *you*.

But if you're interested in going a bit deeper - and don't mind getting to grips with some linguistic terms that might feel a bit specialist - here are three other things to consider.

1. Use the active voice

Writing with an active voice means making it clear who is doing what. Putting the 'doer' of an action up front. It's the opposite of what's called the passive voice. Here's an example:

Passive voice: *Your new pension statement will be sent to you.*

Active voice: *We'll send you your new pension statement.*

See? Doesn't the second sound livelier?

2. Remember rhythm

Words have a natural rhythm. There's a 'stress' to the way we sound, syllables: language has its own kind of music.

When you read your writing out loud, listen to the way that it flows. Does it feel pleasing to the ear? Is there enough variety in your sentence length, with a mix of short sentences and longer ones that helps prevent a sense of monotony? 'Good' rhythm in spoken English tends to come naturally. But when people write - and especially, when they type, and then rearrange text on a screen - they run the risk of focusing solely on meaning, and forgetting that 'music' matters too.

3. Make the most of poetic effects

This tip is also to do with sound. Some of the most pleasing effects are the result of deliberate repetition of a word or sound. Repeating a sound is called alliteration. It works especially well in things like headlines and subject lines, and adds a bit of liveliness or zing. As an example, listen out for the repeated p sounds in this line:

In a panic over pensions? We can help.



Before and afters

Theory is all well and good. But the best way to get to grips with our writing voice is to see how it looks in a few real examples.

Before

From a reply to a customer asking about their ISA:

From: _____

To: _____ Cc Bcc

Subject: _____ Importance

Arial 12

Thank you for your ISA query. To confirm if your investments can transfer directly into your Aegon ISA, we will speak to your previous ISA manager.

After

And now, with warmer words:

From: _____

To: _____ Cc Bcc

Subject: _____ Importance

Arial 12

Thanks for getting in touch to ask if you can transfer your old ISA investment straight into your ISA with us.

We'll check with your last ISA manager. As soon as we know, we'll email you back to confirm.

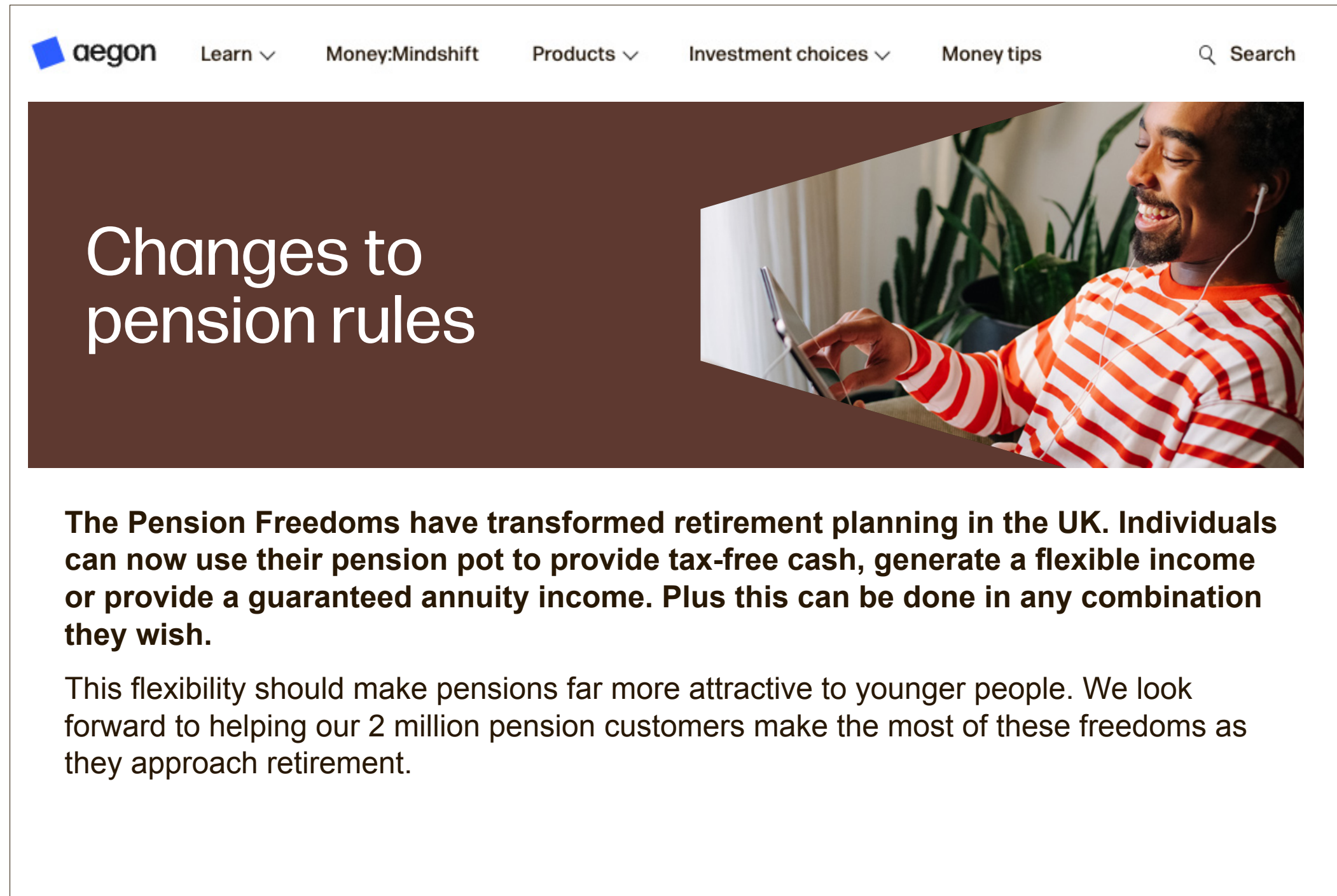


What's the difference?

It's often tiny details that count. 'Micro edits' - like changing *thank you* to *thanks*, *query* to *question*, and *previous* to *last* - all help when we're trying to sound lively, personal, positive and human.

Before

From a web post about changes to pension rules:



The screenshot shows the Aegon website header with navigation links: Learn, Money: Mindshift, Products, Investment choices, Money tips, and a search bar. The main content area features a dark background with a photo of a man in a red and white striped shirt using a laptop. The title 'Changes to pension rules' is displayed in white. The text below is formal and technical, focusing on the Pension Freedoms and their implications for retirement planning.

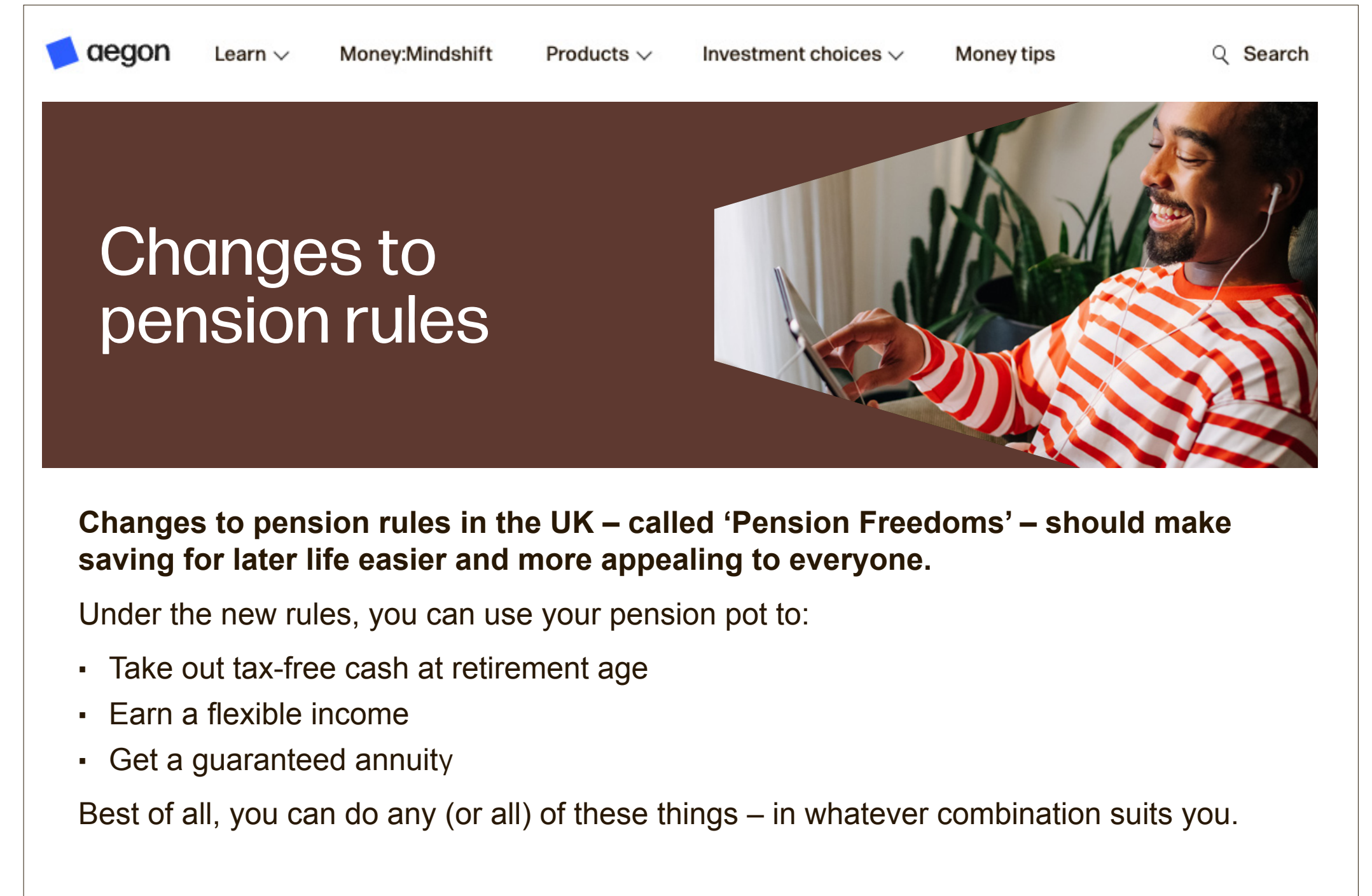
Changes to pension rules

The Pension Freedoms have transformed retirement planning in the UK. Individuals can now use their pension pot to provide tax-free cash, generate a flexible income or provide a guaranteed annuity income. Plus this can be done in any combination they wish.

This flexibility should make pensions far more attractive to younger people. We look forward to helping our 2 million pension customers make the most of these freedoms as they approach retirement.

After

And now, with warmer words:



The screenshot shows the Aegon website header with navigation links: Learn, Money: Mindshift, Products, Investment choices, Money tips, and a search bar. The main content area features a dark background with a photo of a man in a red and white striped shirt using a laptop. The title 'Changes to pension rules' is displayed in white. The text below is warmer and more personal, using 'you' instead of 'individuals' and focusing on making saving for later life easier and more appealing.

Changes to pension rules

Changes to pension rules in the UK – called ‘Pension Freedoms’ – should make saving for later life easier and more appealing to everyone.

Under the new rules, you can use your pension pot to:

- Take out tax-free cash at retirement age
- Earn a flexible income
- Get a guaranteed annuity

Best of all, you can do any (or all) of these things – in whatever combination suits you.



What’s the difference?

- The most obvious change is to layout. The way our words look matters just as much as which ones we choose. If we’re helping people live their best lives, we should make things as clear and easy as possible.
- The After is also more personal, using you rather than speaking about individuals in the third person.

Before

From an internal communications message on a noticeboard in Customer Care:



Pay and progression

Top tips

Utilise your monthly 121s to regularly update your P&P behaviour and development examples as you achieve them to be prepared ahead of the progression board deadlines.

Refer to the P&P model when completing your P&P form to check all requirements have been met for each behaviour and each development Category.

Be proactive in driving your development and utilise the great resources on the P&P SharePoint site to help you achieve the requirements.

Reach out to your P&P champions for support, you can find out who they are on the P&P SharePoint site.

After

And now, with warmer words:



Pay and progression

Top tips

- Use monthly 121s to **regularly update your pay & progression (P&P) examples**. Get on the front foot ahead of the progression board deadlines.
- When giving examples, **refer back to the P&P model**. Check you're meeting the needs of each category.
- Be proactive: your career development is in your hands. Use the resources on the **P&P SharePoint site**.
- Speak to your **Pay & progression champion**. Find one near you on our SharePoint. They'll have more ideas to help.



What's the difference?

- The long-winded word *utilise* has been changed to use.
- *Reach out* - which felt a bit 'corporate' - is now the livelier *speak to*.
- The Before had an average sentence length above 20 words. In the After, most are below 10.
- Bulletpoints and bold type help our key points stand out clearly.

Before

From our telephone 'IVR' flow:

Please enter the number
you wish to be called
back on.

After

And now, with warmer words:

Please key in the number
you'd like us to phone
back on.



What's the difference?

- In the After, *key in the number* is a slightly more literal, direct instruction about what it is the caller needs to do. (Literally, *key* in their number, one digit at a time.)
- *You wish to be called back on* sounds unnaturally formal. *You'd like us to phone back on* is more lively and positive.

Before

From our telephone 'IVR' flow:

To help us with training and security, calls will be recorded and may be monitored. You can request a copy of this call. Aegon is fully authorised and regulated with the Financial Conduct Authority.

After

And now, with warmer words:

To help with training and security, we record every call. Let the person you speak to know if you'd like a copy. And we're authorised and regulated by the Financial Conduct Authority.



What's the difference?

- The longwinded calls *will be recorded and may be monitored* has been shortened to the livelier *we record every call*.
- You can request a copy of this call is now the more human *Let the person you're speaking to know if you'd like a copy*. The brackets are a personal touch, signalling it's a kind of aside.
- There's no need for *fully*, it's implied.

Before

From a HR message about setting personal goals:

Goal Setting for 2026

The start of a new year is the perfect opportunity to reflect and plan for what you want to achieve. With the recent announcement of our strategic review, it's natural that some uncertainty may follow. However, setting goals remains as important as ever. By focusing on your priorities – whether short, medium, or long-term – you equip yourself with a clear path for success in 2026, ensuring you can continue to make a valuable impact for both yourself and the business, whatever may lie ahead.

After

And now, with warmer words:

What are your goals for 2026?

With 2026 just kicking off, now's a great time to update your work goals. There's a strategic review in the pipeline, and that's likely to bring fresh opportunities.

By focusing on your priorities – whether short, medium or long-term – you'll set yourself up for success. Making an impact for you and for Aegon, whatever the year has in store.



What's the difference?

- The original heading was neutral and a little impersonal.
- In the After, we're asking a question - speaking to the reader directly.
- Phrasing like some *uncertainty may follow*, and *ensuring you can continue* felt a bit formal. The After is more lively and human, with conversational touches like *kicking off*.
- The mood of the After's more positive. It feels more resilient, and less apprehensive.

Before

From a Customer Care 'action required' message:

From: _____

To: _____ Cc Bcc

Subject: _____ Importance

Arial 12

Good day,

Thank you for your request to withdraw your ISA wrapper.

We need a little more information before we can go ahead with the request.

Please can you confirm if you require the requested amount of £650.00 only or if you wish to withdraw the full amount held within the wrapper?

If you require a full withdrawal, please also confirm if the direct debit to your ISA wrapper should be made inactive?

If no response is received within 5 business days, we will assume you only require the original amount requested.

After

And now, with warmer words:

From: _____

To: _____ Cc Bcc

Subject: _____ Importance

Arial 12

Hello,

Thanks for your request to take £650 out of your ISA.

Because that's almost the full amount, could you let us know if you meant to take out everything – and stop your direct debit – or if you'd still like to keep the ISA open?

If we don't hear back from you within a week, we'll transfer the £650 you've asked for, and leave the rest of the ISA as it is.



What's the difference?

- *Good day* sounds reserved and old fashioned. *Hello* feels more lively and positive.
- The phrase *withdraw your ISA wrapper* sounds like 'insider-speak'. It would be good to avoid it, and aim for lively, human language instead.

Before

From a Customer Care 'withdrawal wrapper' message:

From: _____

To: _____ Cc Bcc

Subject: _____ Importance

Arial 12

Once the proceeds of this disinvestment are cleared in cash with Aegon, we will make payment to the bank account details provided by no later than the next business day and email confirmation will be sent once the money is on its way.

Should we require any further information from you, we will be in touch in due course.

After

And now, with warmer words:

From: _____

To: _____ Cc Bcc

Subject: _____ Importance

Arial 12

Once the money from selling your shares is with us, we'll pay it into the bank account you've asked us to by the next working day. (We'll send you an email, to let you know that it's coming.)

It should all run like clockwork. But if we do need anything else, we'll let you know.



What's the difference?

- The phrase proceeds of this *disinvestment doesn't* sound as human as we'd like it to. What are we talking about? The *money from selling your shares*.
- *Should we require, further information* and *in due course* all sound more formal than normal. Let's keep our language lively and positive.
- Speaking of lively language, *run like clockwork* is a good example of a phrase with personality.

Before

From an internal comms page about company perks:

Colleague car scheme

We've partnered with Tusker to offer a company car scheme that allows colleagues to lease brand-new, fully maintained, and insured electric, hybrid, or low emission petrol car for up to four years – in exchange for one fixed monthly deduction from a colleague's pre-tax salary. The Car Scheme is a 'green scheme' that actively promotes the use of low CO2 cars, with electric, hybrid and low emission petrol cars available to lease. This one monthly all-inclusive amount could help you budget your car costs accordingly.

Find out more about Aegon's car scheme in the benefits page of Workday.

After

And now, with warmer words:

A new, greener car scheme

We've teamed up with Tusker on a new, greener car scheme.

Lease a brand-new electric hybrid or low emission petrol car for one fixed monthly pre-tax deduction from your salary.

You'll get to drive it for up to four years, and it'll be fully insured and maintained the whole time.

See the Benefits page on Workday.

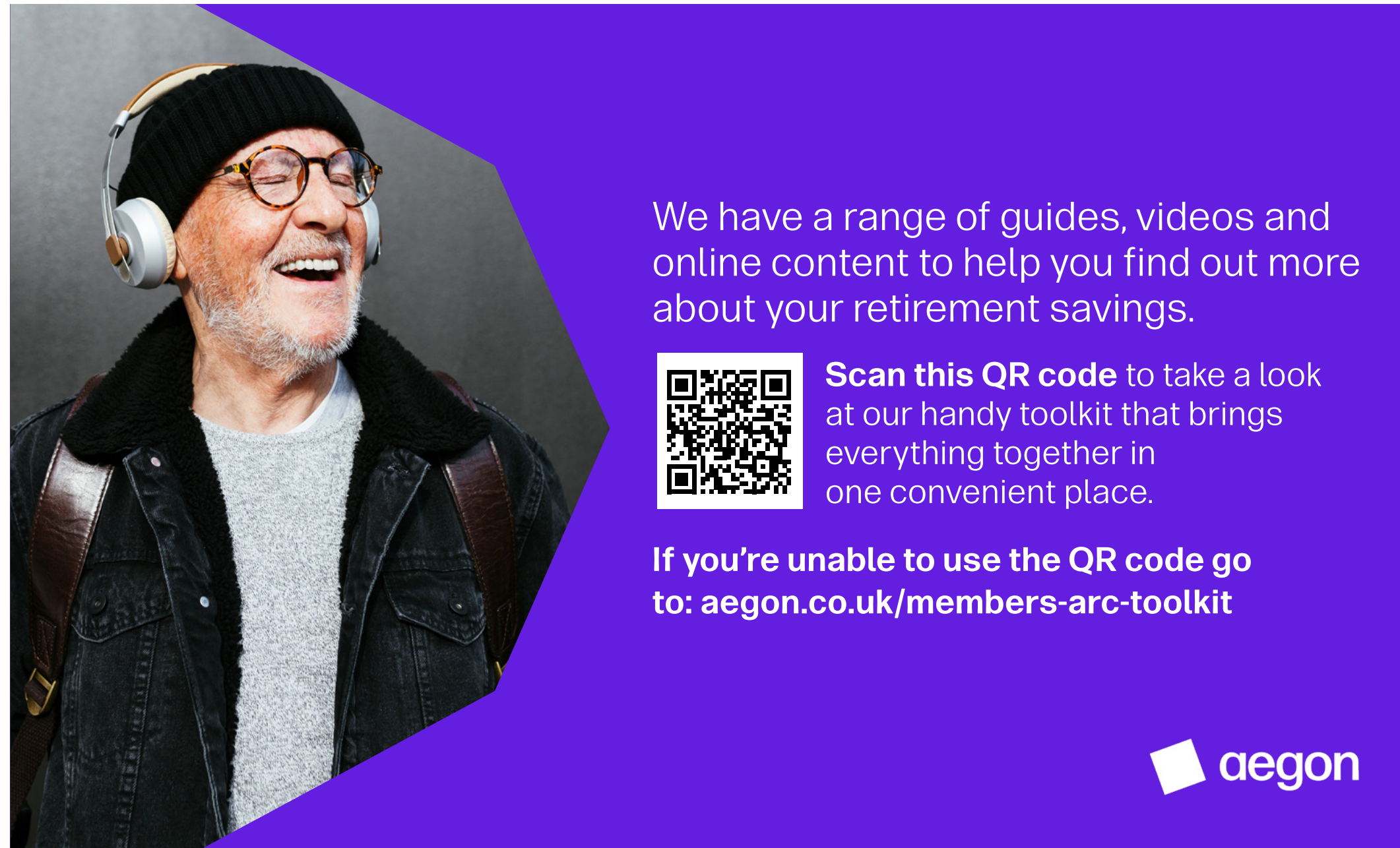


What's the difference?


- Read both these versions out loud. You'll notice unnecessary repetition in the original. Removing that cuts down the wordcount, letting us add line breaks that give the After more room to breathe.
- Instead of referring to a third-person colleague, the After speaks straight to the reader, addressing them with *you'll*. (The Before only does this near the end.)
- We've removed formal phrasing like *budget your car costs accordingly*.

Before

From a promotional postcard to members:




We have a range of guides, videos and online content to help you find out more about your retirement savings.




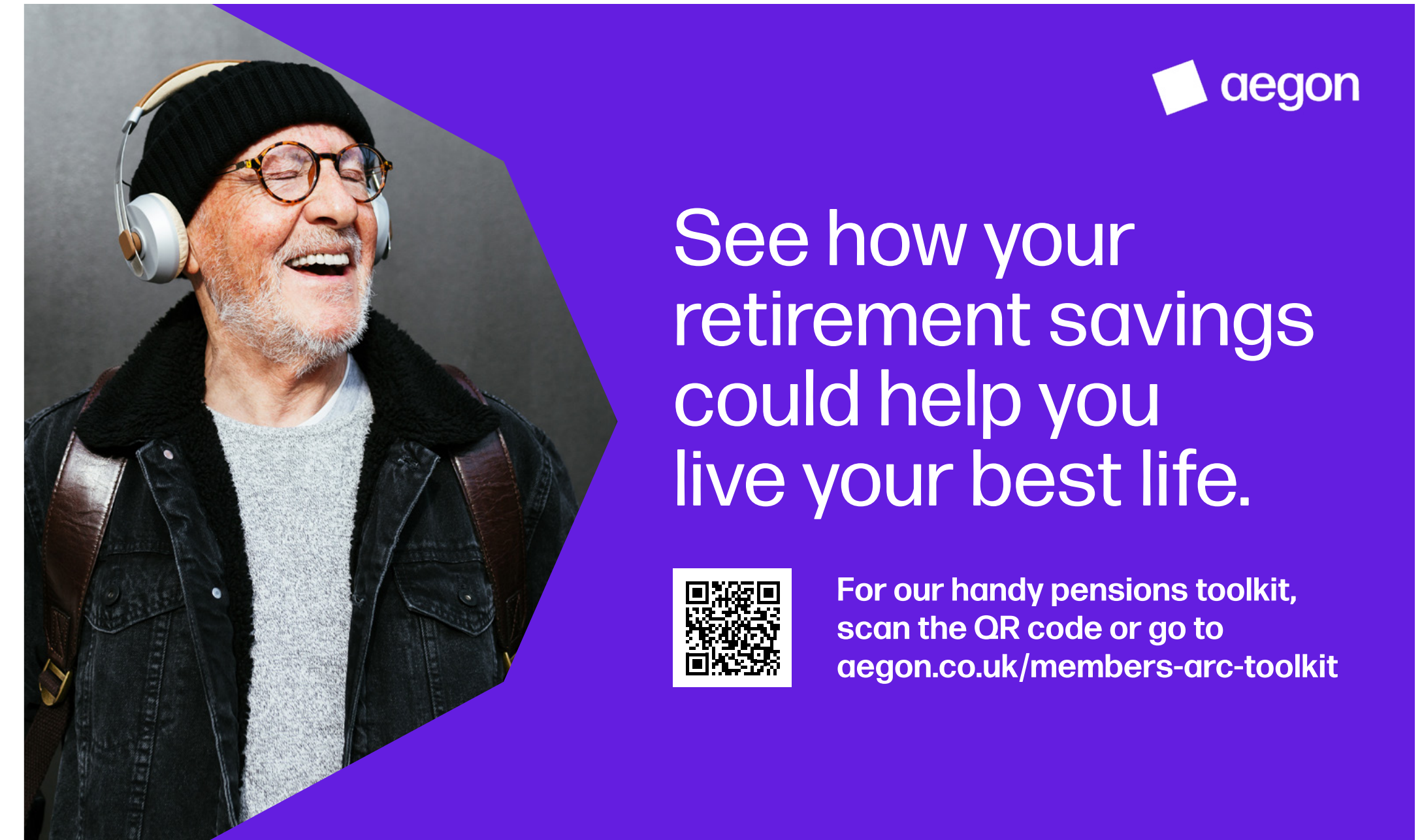
Scan this QR code to take a look at our handy toolkit that brings everything together in one convenient place.

If you're unable to use the QR code go to: aegon.co.uk/members-arc-toolkit




After

And now, with warmer words:



See how your retirement savings could help you live your best life.



For our handy pensions toolkit, scan the QR code or go to aegon.co.uk/members-arc-toolkit



What's the difference?

- Our brand purpose works best if we use it. By incorporating it into the After, it's clearer we're here to *help you live your best life*.
- The word *handy* was a nice human touch in the original. We've kept hold of it in the rewrite.
- Read both out loud and you'll hear how the After feels just a little more human.



Sub-brands

Sub-brands

One warm voice across every brand

As part of refreshing Aegon's tone of voice, we've also looked at what this means for our sub-brands - Mylo, Money:Mindshift, Origen and Pension Geeks.

The good news is we're already closely aligned. Our new hook, 'write with warm words', and the principles behind it feel very natural alongside the way our sub-brands speak today. In many ways, the sub-brands we've created have been leading the way with a more open, human and approachable style.

So this isn't about asking our sub-brands to change. Instead, we're bringing Aegon's overarching tone closer to the strong, established voices they already have.

The result is one consistent experience - warm, personal and positive - no matter which Aegon brand our customers and colleagues hear from.



Use the Aegon tone across all brands

Write with warm words - lively, personal, positive and human - no matter which brand you're writing for.



Keep sub-brand voices as they are

Mylo, Money:Mindshift, Origen and Pension Geeks already use a warm, human style. Don't change their established voices.



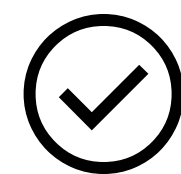
Align Aegon's core tone to them, not the other way around

Our refreshed tone is designed to sit naturally alongside the sub-brands. Use the same warmth, clarity and human feel in Aegon content.



Aim for consistency across the whole portfolio

Customers and colleagues should experience one warm, personal and positive tone - whichever brand they're interacting with.



When in doubt, follow the hook: write with warm words

If a phrase doesn't feel warm, personal or human, rewrite it.



Warm words and AI

How to prompt Microsoft Copilot to help with editing – and even writing from scratch

Easier editing – with Artificial Intelligence

Copilot is a powerful tool. When it comes to editing existing content, you can literally ask it to perform an editing task, and it will.

Let's imagine you'd like to take some existing Aegon material, and get Copilot to help you edit it so it follows our *warm words* style.

You can select and copy the text you'd like it to edit. Then open Copilot and type in a prompt such as:

Rewrite this text for me in a style that feels warmer. Make it lively, personal, positive and human:

Paste the text you'd like it to work with straight after the colon. Then click the white 'up' arrow to 'Submit message'. In the blink of an eye, Copilot will rewrite whatever you've pasted. And the colder, more bureaucratic and formal the original wording, the more impressive its results are likely to be.

Look closely, though, and you might see some things you're less keen on. Spellings in US English for instance – like *color* or *favor*. And maybe those very long dashes (called 'em dashes') which are common in US English, but not used in the UK. An em dash is the width of a capital M, whereas in the UK we use the narrower 'en dash', which is the width of a capital N.

Here they both are, side-by-side:

En dash (British English) –

Em dash (US English) –

Hyphen (for comparison) -

To avoid this sort of problem, add more detail in your Copilot prompt. Something along these lines would help:

Rewrite this text for me in a style that feels warmer. Make it lively, personal, positive and human. Use British English. It's okay to use en dashes, but don't use em dashes:

The results should be better this time. You can give Copilot even more detailed instructions. You could ask it to *favour contractions*, or *make occasional use of poetic effects*.

On the next couple of pages, you'll see some more Copilot prompts you can try.





Copilot prompts to help you write the Aegon way

Getting started - adding our guidelines to Copilot

As a first step, we recommend using this prompt alongside our tone guidelines to ensure your content starts off clear and consistent, and to help Copilot keep those guidelines in mind as you work. You can also add the house style and glossary.

'I'm going to share our company's tone-of-voice guidelines with you. Please remember them for future conversations and automatically apply them whenever I ask you to write or rewrite content. Let me know once you've saved them.'

Hi there, try asking, 'what can you do?'

Aegon_ToneOfV... Aegon House St... Aegon_Words_Gl...

I'm going to share our company's tone-of-voice guidelines with you. Please remember them for future conversations and automatically apply them whenever I ask you to write or rewrite content. Let me know once you've saved them.

+ Tools

Here are some Copilot prompts to help generate or edit content in line with the examples and advice in this guide.



For editing existing content

Basic 'warm words' edit

Rewrite this text in a style that feels warmer, more lively, personal, positive and human. Use British English spelling. Avoid em dashes: use en dashes instead. Use contractions like 'we'll' and 'you'd' where natural: [Paste your text]

Simplify formal language

Rewrite this to use simpler, more familiar everyday words. Make it sound like a conversation, not a formal document. Replace jargon with plain English. Use British English: [Paste your text]

Make it more personal

Rewrite this using more personal pronouns like 'you', 'we', 'us' and 'our'. Address the reader directly. Make it feel like we're speaking to a friend, not writing a corporate document. Use British English: [Paste your text]

Convert passive to active voice

Rewrite this changing all passive voice to active voice. Make it clear who is doing what. Put the 'doer' up front in each sentence. Keep it lively and human. Use British English: [Paste your text]

Shorten and tighten

Shorten and tighten this text while keeping it natural and easy to read. Make it more concise by removing unnecessary words, but keep the meaning, tone and flow. Use mostly shorter sentences, but avoid making them too brief or abrupt. Aim for an average of around 15–18 words per sentence. Use British English and favour contractions: [Paste your text]



For new writing from scratch

Customer email or letter

Write an [email/letter] to an Aegon customer about [topic]. Make it warm, friendly and conversational – as if you're chatting face-to-face. Use 'you' and 'we' throughout. Keep sentences short. Be positive and helpful. Use British English. Around [X] words.

Internal communications

Write an internal message for Aegon employees about [topic]. Make it lively, personal and encouraging. Use 'we' and 'you' to speak directly to colleagues. Keep it upbeat and human. Avoid corporate jargon. Use British English. Around [X] words.

LinkedIn post

Write a LinkedIn post for Aegon about [topic]. Make it warm and engaging. Refer to our brand purpose 'helping people live their best lives' if relevant. Keep it conversational and positive. Use British English. Around [X] words.

Job description or advert

Write a job description for [role] at Aegon. Make it sound welcoming and human, not corporate. Use 'you' to address potential candidates directly. Be positive about what we offer. Use familiar, everyday language. British English. Around [X] words.

Customer-facing web content

Write website content about [topic] for Aegon customers. Explain it simply, as if you're talking to someone who isn't an expert. Be warm and reassuring. Use 'you' and 'we'. Break up text with short paragraphs. British English. Around [X] words.

5 advanced prompts – and top tips

Advanced refinement prompts

Add warmth and personality

Take this text and add more warmth and personality. Include chatty touches and conversational phrases you'd use when speaking to a friend. Use alliteration in headings if it feels natural. Make it sound lively: [Paste your text]

Check and improve rhythm

Rewrite this to improve its rhythm and flow. Vary sentence length – mix short punchy sentences with longer ones. Make it pleasant to read aloud. Remove any monotonous patterns. Use British English: [Paste your text]

Remove jargon and insider-speak

Rewrite this removing all jargon, technical terms and insider language. Replace phrases like 'ISA wrapper' or 'disinvestment proceeds' with plain English that any customer would understand. Keep it warm and human. Use British English: [Paste your text]

Add helpful formatting

Rewrite this and add helpful formatting like bulletpoints, short paragraphs, bold text for key points, and clear headings. Make it easy to scan and read. Keep the tone warm, lively and personal. Use British English: [Paste your text]

Final polish for warm words

Give this a final edit to make sure it follows Aegon's 'warm words' style. It should feel lively, personal, positive and human. Check it sounds like something you'd actually say aloud. Use British English, favour contractions, and make sure we're speaking directly to the reader with you and we: [Paste your text]

Top tips for Copilot prompting

1. Check for UK vs US spellings (favour not favor, colour not color).
2. Watch out for em dashes (–) and change to en dashes (–).
3. Read the results out loud to check they sound natural and are written with warm words.
4. Don't be afraid to ask Copilot to try again if it's not quite right.
5. For short content (like social posts), writing yourself might be quicker – and may well sound more natural.
6. Double-check any sources Copilot cites, and make note of them.
7. Double-check any information given is up-to-date. Recent changes to financial regulations, for instance, might not be reflected in Copilot's 'thinking'.
8. If in doubt about Copilot content, clear it with our Compliance and Legal teams, too.
9. Ask a professional writer for help adding touches of personality.
10. Always get a human to give AI-generated content a final review.
11. Feel free to tweak your prompts as you need – these are a great starting point, but you can add more detail if it helps.
12. Make sure your search is optimised for both SEO and GEO (generative search optimisation), so it performs well in traditional search and in generative AI search.
13. Results can vary in Copilot, so take a moment to review the content to be sure it's right.



House style

Dates. Times. Punctuation. Using bulletpoints. This section is all about how we keep all our words looking consistent.



House style

This guide is all about the Aegon voice: the personality that comes across in our writing.

There's a lot of other stuff we need to get right of course, too. So if you're trying to find the Aegon approach to any of the subjects listed below, see our separate companion *House style*.

- Acronyms
- Americanisms
- Ampersands
- Apostrophes
- Bulleted lists
- Capital letters
- Countries and regions
- Currencies
- Dates
- Exclamation marks
- Footnotes and sources
- Full stops
- Headings and titles
- Hyphens and dashes
- Initialisms
- Numbers
- Semi-colons
- Singulars and plurals
- Spacing
- Speech
- Time
- Web and email addresses



Giving our brand a voice

Should we use warm words everywhere?

Yes. Write with warm words whatever you're writing, wherever it is, and whoever it's for.

We want to sound like the same brand across every touchpoint and channel. One that helps people live their best lives. And does it by communicating in a way that's lively, personal, positive and human.

There's no reason we shouldn't be these things everywhere. From our annual reports, to our job ads or social posts.

Our specific messages will vary of course. We won't speak about the same things to a group of school leavers interested in summer internships as we would to a roomful of actuaries. So the meaning or 'content' will change all the time.

But the voice we write it in - that is, our 'tone' - should always be warm. Using the tips in this guide to stay lively, personal, positive and human.

So whether you're writing for customers, financial advisers, city analysts or sixth-formers, write with warm words all the time.

And use your judgment around how the tone will flex. On LinkedIn for instance, it's common for almost every organisation to now use emojis. But these won't look right on a page in our annual report, or a serious email. (Although you might put a smiley face in a message to a teammate - but watch out, **'Gen Z' readers and younger millennials might find it passive-aggressive.**) If in doubt, stick to words.



We might use emojis in a LinkedIn post. But other than the addition of those, we use the same warm words style in social as we'd like you to use everywhere else. Writing for Aegon in a way that's lively, personal, positive and human.

Writing 'hook':

write with warm words

Our tagline:

live
your
best
life

How we sound:

lively
personal
positive
human

Six tips:

1. Use familiar, everyday words
2. Write it more like you'd say it
3. Read it out loud
4. Ask a colleague
5. Make it personal (words like *you* and *we'll*)
6. If it sounds like writing, rewrite it

Want a word?

For a fresh perspective on something you've written, or any kind of writing support, contact [Jennifer Innes](#) or [Victoria Baird](#) in our Brand team.