

How We Equipped A Permanent Outdoor Lighting Company With a Messaging System That Scales

The client sought an updated content tone and style guide that could bridge two worlds: The approachable joy that made them beloved and the professional polish needed to compete in a crowded, fast-maturing industry.

Content



“Clear tone and style guidelines gave us the structure we needed to strengthen our paid ads performance. Our campaigns became more cohesive, more compelling, and more effective at communicating what sets us apart.”

Aleksandar Krsmanovic

Paid Ads Team Lead, seoplus+

The Challenge

The client had built a strong following through its playful, holiday-inspired lighting, but that success also created a perception challenge. The brand was seen as seasonal at a time when it was expanding into the broader outdoor lighting market. The goal was to develop messaging that resonated year-round while balancing two distinct audiences: homeowners who valued excitement and trust, and dealers who required professionalism and reliability. To achieve this, the client needed a cohesive tone and messaging framework that could convey both joy and credibility across all brand touchpoints, from marketing to partner communications.

The Approach

We developed a comprehensive tone and style guide designed to evolve with the client's growth. Through discovery interviews, competitor research, and audience analysis, we identified key motivations and tone gaps across both audiences. The resulting framework included voice pillars, adaptable messaging examples, and clear communication principles that balanced inspiration with authority. Each element was designed to ensure consistency across channels, from dealer materials to consumer marketing. The guide positioned the client as a professional, credible partner for dealers and an inspiring, trustworthy brand for homeowners, creating alignment across all communications.

The Results

The new tone and style guide equipped the client with a scalable messaging system that supports consistent communication and brand growth. It established a clear foundation for how to speak to both homeowners and dealers while maintaining flexibility for future expansion. Dealers now recognize the client as a dependable, professional partner, and homeowners connect with the brand's message of everyday lighting joy and durability. The framework ensures all content reflects the client's core values of innovation, reliability, and quality, enabling the brand to confidently expand beyond its holiday roots into the year-round lighting market.