

CONTENT TOPICS

What we talk about

Easy serving

No measuring and guesswork, no ring-pulls and corkscrews... You just need to tear and pour. And the cherry on top: you just need ice. Mention this wherever possible – it's such a strong selling point, and it really explains our user-friendliness in a way our competitors can't.

"To serve, all you need to do is shake, tear and pour over ice. It's really that simple."

NIO moments of consumption

That occasion when you'd usually crack open the wine or prosecco? That's a NIO moment. We want people to make the mental switch from a glass of red to a NIO cocktail, so talk about those casual moments as a natural fit for our drinks. Think after-work drinks at home with nibbles, hosting a friend you haven't seen in a while, watching the last episode of your favourite Netflix series.

"Message the Whatsapp group and see if anyone's up for after-work daiquiris. Casually drop in that they're made with 11-year-old Cuban rum too"

Quality

It's true that our cocktails are bar-quality. But overusing the word 'quality' never sounds particularly convincing. Instead, use the facts to demonstrate quality. For example, the fact that we use premium spirits; the thought process behind our choice of ingredients, and the flavour combinations carefully considered by Patrick Pistolesi.

"Introducing Gin Proved: the tangy-sweet cocktail in an Instagram-friendly lilac. You'll love the clever combination of gin and Bols Parfait Amour Liqueur, flavoured with flower petals and vanilla."

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Hosting

NIO Cocktails make hosting at home much easier. This is central to our messaging so emphasise this wherever there's an opportunity. Talk about the time it saves and the professional touch it adds, but warm it up with some of the joys of hosting. For example, the togetherness, the conversations, the food.

"If you manage to hang onto these until Summer, they make a great addition to any garden party. Share them with friends and family, but make sure you save your favourite first."

Gifting

Around 50% of our sales are for gifting, and with good reason. One cocktail fits in a large greetings card, and our gift boxes are great for people who like a particular spirit. Do keep our gifting capabilities in mind for content. Talk about the occasions you can send a cocktail to someone special - like for a birthday, as a thank you, as a congratulations or just to cheer them up.

"Say 'thinking of you' by sending their favourite cocktail. Pop one into a greetings card or, if they deserve maximum spoiling, order a gift box of their favourites."

Tone

How we sound

Unpretentious

We may be mixologists ourselves, but our content is aimed at almost every type of cocktail drinker. So we know how to talk to people outside the industry about cocktails. We don't go into nerdy factoids about jiggers and muddlers... We know what our customers are looking for, what might pique their interest and why they'd want to come back.

We wouldn't say: *"Each NIO Cocktail has been crafted by accredited global mixologists, who've applied their expertise to each recipe."*

We would say: *"The concept behind NIO Cocktails is simple: just shake, tear and pour. Add some ice, maybe a little garnish and you're good to go."*

Like our customers

For people to bond with the brand, they need to see themselves reflected in it. It needs to echo how they think and sound. In our reviews, our customers tend to write in an upbeat tone in short sentences. Take a leaf from their book - keep it upbeat with a conversational touch.

We wouldn't say: *"Although cocktail making expertise isn't required, you could perhaps show a little flair by selecting the appropriate garnish. A slice of lime, or a twist of orange, for example."*

We would say: *"Can you make ice? Then you can make a bar-worthy cocktail. Ours are crafted by master mixologists, so all you need to add is the ice. And garnish, if you're feeling fancy."*