



SOCIAL MEDIA  
**TONE OF  
VOICE**

JAN 2026, VOL 002



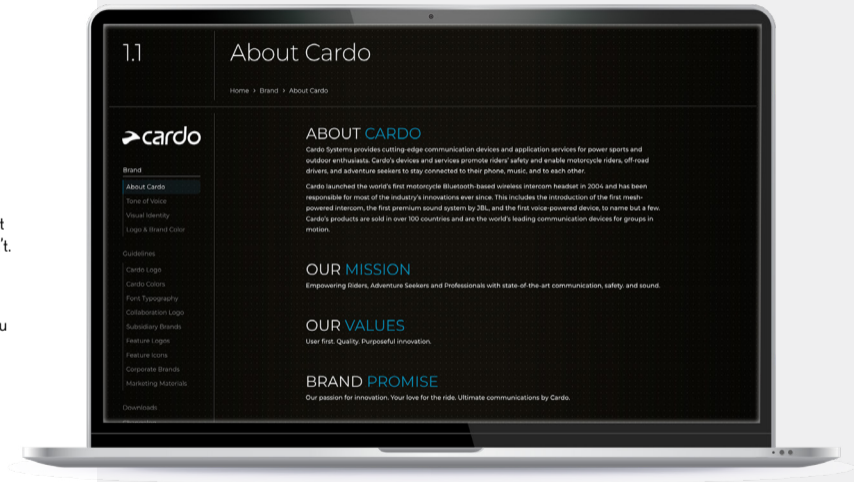
# MARKETING VOICE

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“We know using technology can make your ride exceptional when it works, but confusing and frustrating when it doesn’t.

That’s why we speak as if we are the experienced and compassionate riding buddy you wish they had back when you just started riding”.

[cardobranding.com](http://cardobranding.com)



# SOCIAL MISSION



Who we are 

What we do 

“To position Cardo as the world’s most **trusted** and **premium** powersport and outdoor communication brand

by creating **innovative products** and **inspiring content**

that fuels **brand love** and converts into **sales.**”

Our goals 

# SOCIAL POSITIONINGS



# PREMIUM & INNOVATION

Delivering world-class products, experiences (and content) at every touchpoint. Pioneering technology that makes every ride smarter.

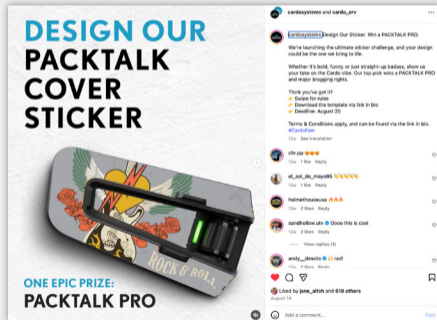
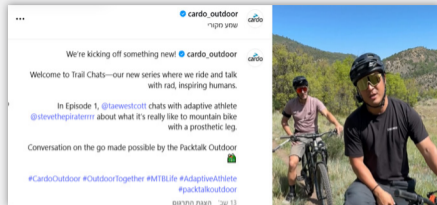
Premium



Not Premium

# COMMUNITY & CONNECTION

Uniting riders worldwide on the road and off it while amplifying their voices, stories, and passions.



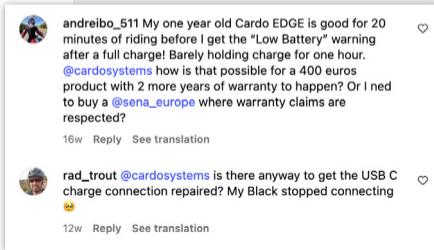
# TRUST

Earning lasting confidence through reliable products, clear communication, and genuine relationships.

Untrusted

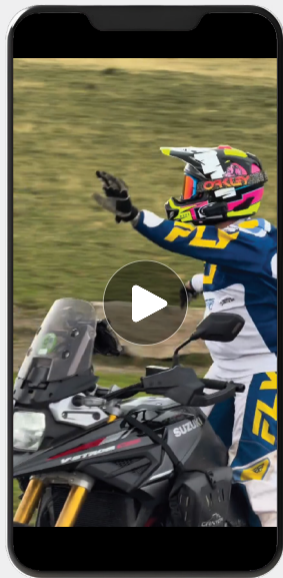
We can't build trust if we ignore our users

Trust



# ADVENTURE ENABLED

Equipping riders with the tools,  
confidence, and connection to turn every  
ride into an unforgettable journey.



A photograph of two men sitting in a white and black motorboat on a body of water. Both men are wearing black t-shirts with the Cardo logo, black shorts, and black Cardo headsets with microphones. They are both smiling and looking towards the camera. The background shows a calm lake and a line of green trees under a clear blue sky.

# CARDO'S TONE OF VOICE

WHO WE ARE ON SOCIAL

## EXPERT YET APPROACHABLE

We know our premium tech inside out but explain it in a simple, warm, and never-arrogant way. We use terms every rider knows so everyone can get excited.

*“Tried connecting with a non-Cardo unit and it’s useless. Why make it so complicated?”*

### **ANSWER:**

*Hey! Totally get the frustration connecting with non-Cardo units can be tricky because each brand uses different tech.*

*We’re constantly working to make it smoother, but if you’re having trouble, our team can walk you through it step-by-step.*

### **DO NOT ANSWER:**

*It’s not our fault – other brands don’t use the same technology. You should stick to Cardo units if you want it to work properly.*

*“So it’s basically an expensive walkie-talkie...”*

### **ANSWER:**

*Haha, we get why it might look that way! But Cardo is way more than a walkie-talkie. Think premium audio, voice control, music, GPS, group chat, and waterproof tech that keeps you connected no matter where you ride.*

### **DO NOT ANSWER:**

*Clearly, you’ve never tried one. It’s way more advanced than that.*

# CONFIDENT & RIDER-FIRST

We don't shout or argue online; we guide with short, clear sentences. Our confidence comes from knowing we build the best communication systems for riders.

*"I've sent 3 emails to support and still no answer. Do you even care about your customers?"*

## **ANSWER:**

*We absolutely care and this shouldn't have happened. Let's fix it now. Please send us your email in a DM so we can check what's going on with your case and make sure you get a reply today.*

## **DO NOT ANSWER:**

*Support is very busy right now, please be patient.*

## TRUSTWORTHY & RELIABLE

We're consistent, transparent, and clear. No overpromises. No clichés or over-polished slogans. We talk with riders, not at them. We reply quickly, with a personal touch, and keep everything on the table.

*"Instead of giving free units to YouTubers, maybe fix the problems paying customers are having."*

### ANSWER:

*Totally fair point – and we hear you. We work with creators to show real experiences, but fixing and improving the product for our riders always comes first. If you've had an issue, send us a quick DM and we'll help you out right away.*

### DO NOT ANSWER:

*Influencers help us reach new customers, that's how marketing works. Everyone does it.*

*"Music has no bass. Definitely not 'premium audio' as advertised."*

### ANSWER:

*Hey! Thanks for the honest feedback – the bass can sound lighter depending on your helmet type and setup. Try adjusting your speaker placement closer to your ears – it usually makes a big difference. If it still doesn't feel right, DM us and we'll help you fine-tune the sound.*

### DO NOT ANSWER:

*That's strange – no one else has complained about the bass.*

## CONNECTED & INCLUSIVE

We speak in a way that welcomes all riders and celebrates their voices, new or seasoned, local or global, solo or in groups. We inspire through real rider moments and authentic stories

*"I bought them for SxS and range sucks, much less than a mile that's promised."*

### **ANSWER:**

*Appreciate you flagging this. Range can drop in rough terrain or when vehicles are spread out, but you should still get solid coverage. Let's check your setup and make sure everything's running right – we'll get you sorted.*

### **DO NOT ANSWER:**

*Please contact customer support for any technical issues.*

*"I wouldn't be caught dead wearing something like that."*

### **ANSWER:**

*Fair enough! Every rider's got their own look and setup. We're all about helping riders stay connected, whatever helmet or style they choose. Ride safe out there*

### **DO NOT ANSWER:**

*Then don't wear it. Simple.*

# ADVENTUROUS & INSPIRING

We speak with energy, passion, and a sense of freedom. Every post should make riders feel ready to gear up for their next journey short, punchy, and full of energy. Always authentic, never corporate or flat.

*"The sole purpose for this activity is to disconnect from the world for the day. Leave the electronic stuff behind."*

## **ANSWER:**

*Totally get that, there's nothing like a quiet solo ride. Cardo's not about scrolling or distractions – it's about staying in touch with your crew when you choose to. You ride your way, we just keep you connected when it matters.*

## **DO NOT ANSWER:**

*Then Cardo probably isn't for you.  
Some riders actually like staying connected.*

*"Just over here creating solutions to problems that don't even exist."*

## **ANSWER:**

*We get it. Not everyone wants tech on the ride. But for riders who love sharing the road, chatting mid-ride, or hearing their music loud and clear, Cardo makes those moments even better.*

## **DO NOT ANSWER:**

*Every innovation seems unnecessary until people realize they need it.*

# COMMUNITY MANAGEMENT GUIDELINES



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## RESPOND TO DMs WITHIN 24 HOURS.

Schedule 30 minutes each day to reply to messages.



## ENGAGE ON KOLs' CONTENT TOO.

Spend at least one hour per week commenting on KOLs' posts, even if they're not directly about Cardo.

Building genuine relationships with creators is key to our success.



## SPEAK THE RIDERS' LANGUAGE.

Use common terms and slang from the riding world, but don't overdo it. Keep the tone simple, smart, and full of energy.



## USE EMOJIS, BUT KEEP IT BALANCED.

One per comment is enough, aim for a friendly smile, not a full LOL.



## ALWAYS CONTINUE THE CONVERSATION.

When users, especially KOLs, comment on our content, reply to them.

Keep the discussion going while following our tone of voice guidelines.

**CLEAR  
NO'S:  
NORTH STAR**



# CLEAR NO'S: NORTH STAR

In the next slide, you'll see a detailed list of our clear no's.

But before we go over it, here's our north star to keep in mind:

## **NOT SURE IF A POST OR COMMENT FEELS RIGHT?**

*Imagine you're talking to a trusted older brother or mentor, someone who's been riding for years and genuinely wants you to do better.*

*How would they say it? Calm, clear, and with heart.*

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## **BEFORE YOU POST OR REPLY, ASK YOURSELF:**

*Would I be proud to see this on Cardio's official page or in a campaign video?*

*If not, rewrite it until the answer is yes.*



# CLEAR NO'S

## **INAPPROPRIATE OR OFFENSIVE CONTENT**

- ✘ No use of curse words, hate speech, or discriminatory language.
- ✘ No sexual or violent content. No creators with OnlyFans, adult, or explicit content.
- ✘ No content promoting alcohol/drug abuse, gambling, or weapons.
- ✘ No collaborations with KOLs who show disrespect toward fans, communities, or had a record of controversial behavior online.

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## **UNSAFE RIDING BEHAVIOR**

- ✘ No footage showing reckless or illegal riding (speeding, wheelies on public roads, no helmets, etc.).
- ✘ No riding under the influence.
- ✘ No encouraging or normalizing unsafe behavior (even in jokes or memes).



# CLEAR NO'S

## **MISLEADING OR FAKE CONTENT**

- ✗ No exaggerated product claims or false testimonials.
- ✗ No edited or manipulated videos/photos that misrepresent performance.
- ✗ No clickbait or misleading hashtags.
- ✗ No low-quality visuals, heavily filtered images, or messy composition that damages the premium perception.

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## **NEGATIVE OR TOXIC TONE**

- ✗ No content that mocks, bullies, or shames other riders or brands.
- ✗ No political, religious, or divisive commentary.
- ✗ No participation in online arguments.

# SOCIAL & KOLS GOALS



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Using both our social accounts & KOLs' content on their accounts, we will:



## STRENGTHEN BRAND POSITIONING

Position Cardo as the most trusted and premium communicator for riders through consistent, high-quality storytelling and product-first content.



## GROW & ENGAGE COMMUNITY

Build an active global rider community by increasing follower base, driving engagement, and fostering two-way conversations across platforms.



## DRIVE PRODUCT AWARENESS, VISIBILITY & CONSIDERATION

Showcase the innovation, quality, and benefits of Cardo products through in-house and creator-led content that moves riders along the purchase journey.



## SUPPORT SALES & CAMPAIGNS

Align social with product launches, promotions, and paid media to directly contribute to lead generation, conversions, and revenue growth.



cardo

THANK YOU!!