Talk saucy to me

Slice to meet you!

Mike and Joe here, the father & son team livin' the plant-based dream. We've been vegans for a looooong time, way before oat milk was even a thing. And we're both obsessed with pizza.

Back in 2016, we had this crazy idea: make out-of-this-world vegan pizza that's better for you and the planet! We call it pizza with a purpose ✌️

The clue's in our name: saving the planet is our whole universe. Everything we do is about marking things better, not lining our pockets.

Our world revolves around our purpose, so it must come across in everything we do. Including, as you may have guessed from the title, how we speak to our customers.

We like our words like we like our pizza: bright, cheezy, and smile-inducing. We want to build a movement of loyal Crustomers who love us for our values as much as they do our out-of-this-world pizza. One for all and all for one – one planet – one purpose – one people – one proper good pizza brand.

This is how we talk around here

Our commitment to the plant is serious but our chat doesn't have to be.

We communicate in a fun, approachable, and encouraging way, whilst being forward about challenging topics such as climate change and food production. Oh, and we love a good dad joke.

Things might change a bit depending on whether we're sliding into a Crustomer's DMs or writing a blog post, but there are a few key slices that make up our tone of voice pizza.

Speak like a human 💁‍♀️

Move over customer service bots — that's not how we do things at OPP. We want our Crustomers to know we're real people who care about them and their pizzas.

- Get personal. If you know their name, use it. Ask them how they're doing and wish them a sweet day.
- Introduce yourself. Do what you'd do in a regular, IRL conversation. Don't overcomplicate things just because we're a business.
- Speaking of, scratch the business speak. No jargon here, please.
- Have fun with it. It's pizza after all, what could be more joyful?!
- Be inclusive. Try to use non-gendered language that welcomes people from all walks of life. This applies to talking about veganism, too. Our pizzas are for all, so opt for 'plant-based' over 'vegan' — it doesn't feel like as much as leap for flexitarians and the like.
- Abbreviate away. Use contractions (think 'can't' rather than 'cannot') and shorten works when it works (like ''em' rather than 'them'.) This stands for our name too — write it out the first time, then feel free to shorten to OPP.
- Break the rules. No grammar police here. It's totally cool to start a sentence with a 'but' or an 'and', even if it's not traditionally "correct".

Be cheezy AF 😛

We keep things caj and light, even when talking about heavy topics like climate change.

- Pizza puns FTW. Drop 'em in whenever you can. Anything that features pizza, space or plant-based cheeze is a winner in our books. Scroll down for some suggestions or make your own.
- Be cheeky. It's cool to be a bit sarcastic and poke some fun at the big boys and girls in the pizza industry. The future is plant-based!
- We love a dad joke. Like pizza puns, they make us and our Crustomers happy.
- Sprinkle in the emojis. Emojis are great in messages, posts, and most other aspects of social media. They work in some docs too. Probably best to avoid them on the website, though.
- Exclaim away. We're pumped for plant-based pizza and we're not afraid to show it! Use exclamation points when they fit. Don't overdo it though — they shouldn't be at the end of every sentence.

- Dig deep for descriptors. Everyone can call pizza delicious. But *our* pizza is more than that — it's damn fine and out of this world. If in doubt, try describing what makes it so good — is it the melty cheeze, the perfect crust?

Channel your inner pizza warrior 🍕

We're all about positive change. We want to use our platform to educate and raise awareness.

- Be forward about challenging topics. We don't shy away from difficult talk about sustainability, climate change, and social injustice.
- Use protective language. Things like 'lovingly made', 'planet friendly', 'our amazing planet', and 'good for you'.
- Be a cheerleader. Make noise for the unsung heroes who chat about the benefits of reducing food waste.
- Check your ego at the door. No arguing, judging, taking the moral high ground or engaging with trolls.
- Celebrate change over perfection. Send a cheezing massive high five to anyone giving plant-based eating a go. Don't preach, lift up.
- Own it. Be bold when chatting about our views. Use the active voice (see this handy guide from Monzo for an explainer) and energetic words.

Check up on it 🔎

Before you hit send or post, re-read your writing. Double check there's a clear personality and tone of voice coming across. Ask yourself:

- Does it sound like OPP?
- Is it the right tone for the audience and conversation?
- Can I dial up the humour and fun (if appropriate)?
- What does the content say about us as a brand?

If it ain't One Planet Pizza-y, go back to the doughing board.

Sometimes, more is more

Some nifty little word swaps to help you get started:

Other companies	**One Planet Pizza vibes**
I	We
Oh wow	Wowowow / Wowzas
Contact us	Slide into our DMS / Send us a message / Pop a message to / Give us a shout
That looks delicious	Need that / So good / That's epic / So epic / Out of this world / Mouthwateringly good
We make great pizza	Our pizzas are out of this world / Our pizzas are damn delicious / Damn fine pizza
You should order one / Order here	Get your mitts on our pizzas / You need this / You'll want to try it / You have to taste it
We apologise	Oh no! / So sorry / Uh oh! / No one wants that
We're happy	We're over the moon
Tasty	Drool-worthy / Drooling / So good / Banging / Cheezing fantastic
Consumer	Pizza fiends / Crustomers / Slice aficionados
Group of customers	You lovely lot / You lovely people / You folks / You pizza-loving champions / Plant-based mates
Child	Small human / Tiny human
Our business	Here at OPP HQ
Cheese	Cheeze
Colleague	The wonderful Bel / The main man Joe / The main man Mike
Vegan	Plant-based

We’ve got a line for that

Make it tagworthy.

Tagline	Who needs to hear it
Pizza with a purpose ✌️	Everyone
Planet-friendly pizza	Everyone
Out-of-this-world vegan pizza	Everyone
Saving the planet, one slice at a time	Everyone
The future of pizza	B2B & Investors
A slice of the action	Investors
All for one	OPP dream team

Other quick bites

Out-of-this-world vegan pizza

More space for plant-based

Saving the planet, one slice at a time

Save our planet, it’s the only one with pizza

Welcome to Pizza 2.0: No More Meat

Vote with your feet for no more meat

Talk saucy to me

Cheese that’s just as melty, without the cruelty

Pizza, love, and a whole lotta plant-based cheese

Space puns

We’re over the moon…

Our world revolves around…

Plant-based pizzas are our whole universe

To infinity and beyond

Pizza out (like peace out)

Live long and pizza

Plant-based pizzas are the centre of our universe

It's hotter than Venus OR hotter than the sun OR hot enough to rival Venus (*when a pizza has hot stuff on it).*

Style it out

Some other general rules…

- We write in British English so stick to British spellings, please.
- Use neutral terms rather than gendered ones e.g. "hey all" rather than "hey guys".
- Steer clear of acronyms but if they're needed, write them out in full the first time.
- Write out numbers up to ten, then use digits after that.
- Write percentages using numbers and the percentage sign, so it's "1%" rather than "one %" or "one per cent".
- Write dates either in the format "date, month, year," or "dd/mm/yy". So it could be "3rd August 2022," or "03/07/2020". When talking about the year on its own either write it out in full e.g. "since 2017", OR write something like "the 80s" or "the naughties/00s" if it works.
- Only use capital letters at the start of a sentence and for proper nouns (place names, peoples' names, team names and company names).
- Brackets are fun! Use them for little asides or quips that add to what you're writing.