



LifeSEARCH

# A Brand Overview

# CONTENT

## A BRAND OVERVIEW

- 02. THE MISSION
- 03. KEY BENEFITS
- 04. SECONDARY BENEFITS
- 06. CONCEPT STATEMENT
- 07. THE CORE
- 08. OUR RATIONALE

## TONE OF VOICE

- 10. INTRO
- 11. WHAT IS TONE OF VOICE
- 12. CONSISTENCY
- 15. CREATING A FEELING
- 19. HOW WE COMMUNICATE
- 31. SO WHAT DO WE SAY?
- 34. SOME HARD AND FAST RULES
- 35. OUTRO
- 36. APPENDIX

# A BRAND OVERVIEW

# THE MISSION

To love getting more people than anyone else ever thought possible to protect themselves and their families in the ways we know are best for them

# KEY BENEFITS

We have the most experience in the market

We ensure more families are protected with the best free advice

We understand the market and the market understands us

**You will be dealing with people that love where they work and what they do for you.**

As a result our customers know they get the best care and advice every time not just some of the time.

The insurance providers know we care about their business and trust us with their customers as a result.

## SECONDARY BENEFITS

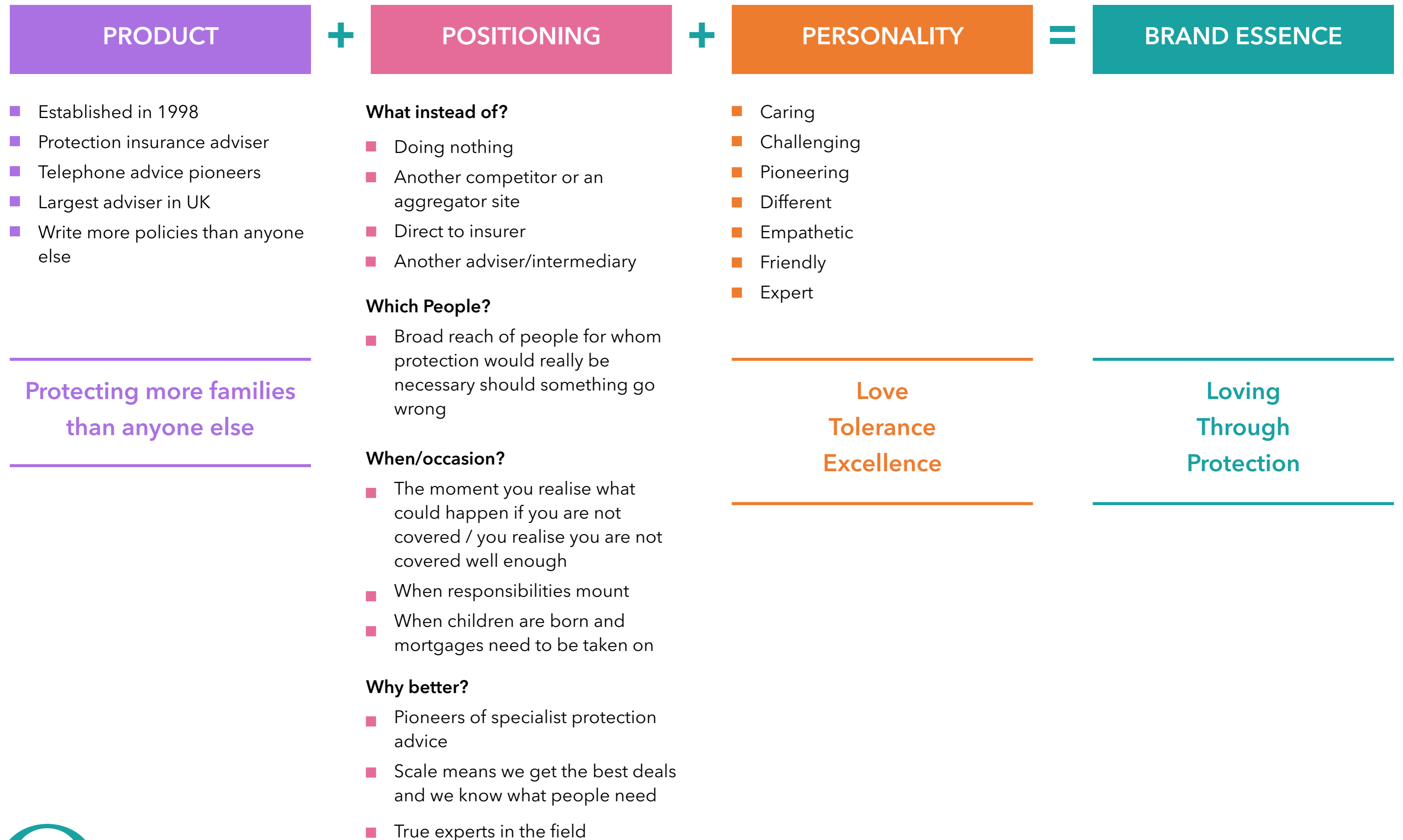
We record every call to give everyone peace of mind

We are totally independent meaning we can make the right choices

We have a tried and tested approach including an online solution to make it easy for the customer

People can feel reassured that they have had good advice and good value. They've got the products that are right for them, their family and situation.

# SECONDARY BENEFITS



## CONCEPT STATEMENT

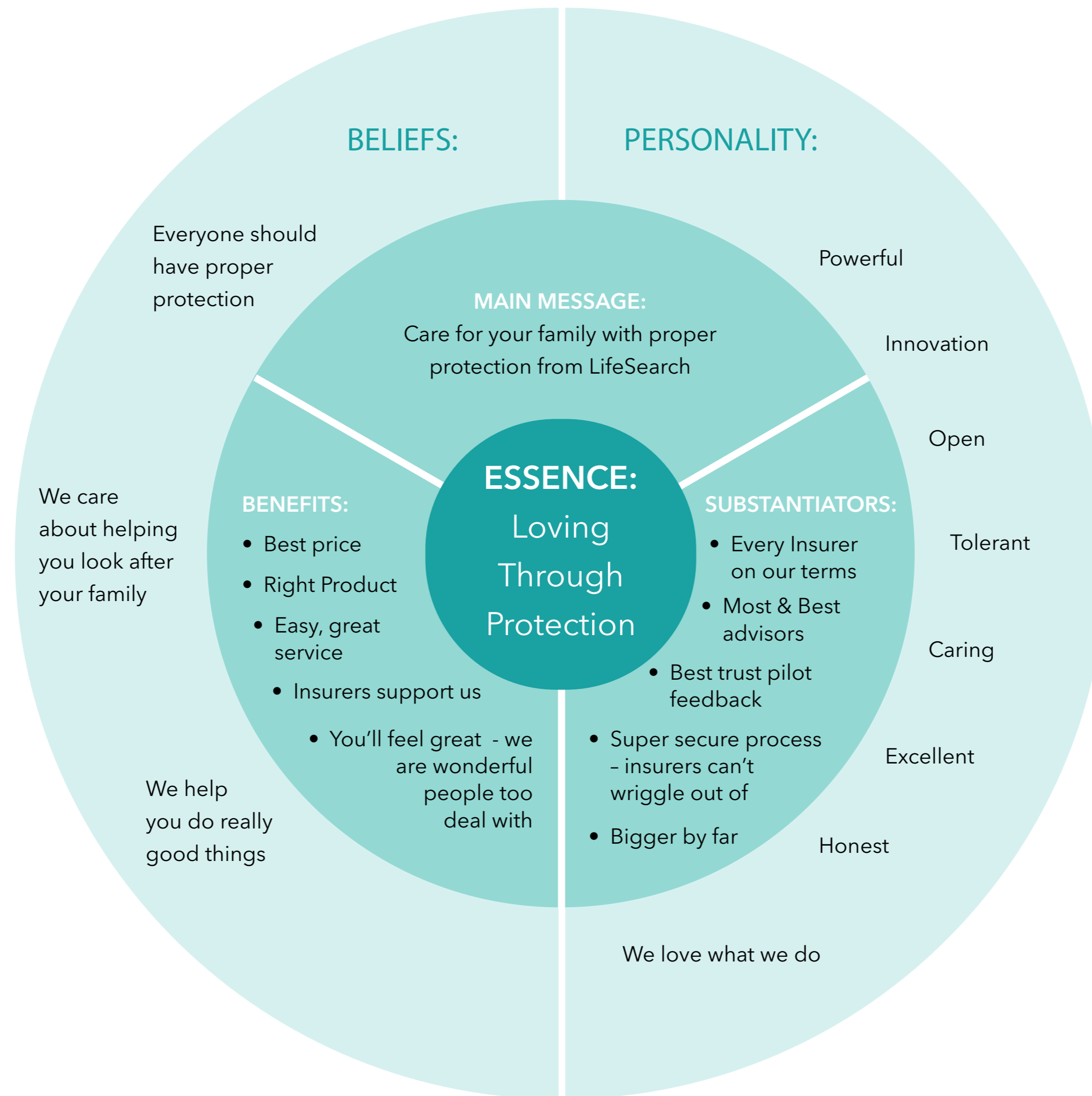
At LifeSearch we love protecting people properly. In fact, our people protect more families than any other adviser. This comes from the simple belief that people are better off, safer and more prepared for the future if they have proper protection - so they can weather what life throws at them.

Because we care about doing it properly, we have built the UK's largest advice team, who love helping families get the right protection. Our scale and reputation means we negotiate better deals directly with providers.

Because we care so deeply, people trust us - the families we protect, big brands and the industry overall. It's why we get the best customer feedback, are seen as a thought leader for the industry and why we have won more awards than anyone else.



# THE CORE



# OUR RATIONALE

## ESSENCE:

### LOVING THROUGH PROTECTION

- Builds in 'love' at the heart of the brand and gives internal audiences validation
- It is also how you demonstrate your care for the wider world - you do it by being the best at protection

## PROPOSITION:

### CARE FOR YOUR FAMILY WITH PROPER PROTECTION FROM LIFESEARCH

This is something no one can disagree with and it flips you from being a product to something people need

This is what you deliver - The correct and proper protection for every family, every time

# TONE OF VOICE

# INTRO

LifeSearch have a winning internal culture: people are motivated, happy and enthusiastic about their work.

This tone of voice guide aims to harness that winning company culture and bring it to the surface of our comms so clients, prospects and the mainstream can see.

Even more than visuals, copywriting is a contact sport. The written word is where a brand is at its most exposed.

So a tone of voice directive is about defining a brand language and communications set that allows for the best of the business (passion, creativity, personality and individualism) to shine; under the auspices of a few loose rules.

## WHAT IS TONE OF VOICE?

Tone of voice is the way in which we write and speak: what we say and how we say it. Businesses are like people, what they say is shaped by their values, beliefs, experiences and aspirations. How they say it is simply their personality.

This is a tone of voice lite - a reference for writing and presenting LifeSearch as we are in autumn 2018.

But this document will evolve and grow as the brand and the business do the same.

For now, please take on these rules and use them so we can talk as one about a brand we love and a mission we believe in.

# CONSISTENCY

# CONSISTENCY IN NAME

You'd be surprised how many brands get this wrong.

We are LifeSearch, as so.

Let's ensure that - from social media to company missives - we don't slip.

(Yes, at present [autumn 2018] the logo still says LifeSEARCH, but let's remember a previous statement: 'this document will evolve and grow as the brand and the business do the same'.)

## IT'S NOT:



Life Search

Lifesearch

lifesearch

LifeSearch Ltd.

Life SEARCH

LifeSEARCH

## IT IS:



**LifeSearch**



# CONSISTENCY IN FORM

At LifeSearch, we are a collection of individuals - and this is important. Insurance is a very personal product: rates and premiums are calculated based on an individual's specific circumstances, so as an industry we do and we must recognise the individual.

Since 1998, LifeSearch have created a mission around the insurance business, going so far as to recast insurance as protection. We've been doing this a long time. We are the best at it. We genuinely care. We have earned the right to be a unit, a force, a plural. So from now on we are, unmistakably, 'we'.

'We' - we work together as a team, in the same direction towards the same goals. There's a supportive culture here, which gets the best out of everyone.

So in your writing, LifeSearch is a 'we'.

**NO:** ✘

"LifeSearch is a business"

Doesn't sound particularly inspiring, does it? It sounds rather weak and limp, flat and one dimensional - like that's all we're about. There is also no suggestion of group mentality, shared purpose or a common direction.

**YES:** ✔

"LifeSearch are a business"

There's more weight and credibility in being a collective. Even the phrasing feels fatter and fuller. It suggests unity; that the whole is the sum of many parts; that it's a team working together. Which is what we are.

**NO:** ✘

- LifeSearch is
- LifeSearch has

**YES:** ✔

- We are LifeSearch
- LifeSearch are
- LifeSearch have





## CREATING A FEELING

The vast majority of prospects/ customers will not notice the nuances of our language. In fact, we don't want or need buyers to dwell on our use of collective pronouns. It's more about the subconscious: when used consistently, these brand building blocks convey an impression of who we are and what we stand for in order to create a feeling and forge a connection.

# THE STRAPLINE - PROTECT THE LIFE YOU LOVE

The LifeSearch brand and the LifeSearch tone of voice both live in this strapline. You have to dig a little, but it's all there.

## PROTECT

Not insure, 'Protect'. Given the LifeSearch history, and our mission, we have long since dispensed with the word insure. Protect is a far richer and more accurate description of what we do. Insure is flat and lifeless, conjuring up images of bad suits and endless spreadsheets. Protect is human, warm and nurturing; it's a more emotive verb.

Protect is relatable; it speaks to a natural instinct that's coded into everyone's DNA. At LifeSearch we are people too, and we recognise the importance of protection.

## THE LIFE

Combining protect and life hammers home our business. Life protection - there it is.

But by choosing 'the' life, we're using a general article. It isn't 'your' life or 'a' life, it's 'the' life. It's more adjective than noun thus it's more about living life, not merely having one.

In fact, 'the' life is much bigger and grander than it first appears. The life we're talking about is the sum of many lives: one life is always built and intertwined with many others. So to use 'the' life feels plural, not singular.

# THE STRAPLINE - PROTECT THE LIFE YOU LOVE

The LifeSearch brand and the LifeSearch tone of voice both live in this strapline. You have to dig a little, but it's all there.

## YOU LOVE

At LifeSearch we have love written into our code. We often talk about our love for people, places and things so it's important to use that word up top. With the exception of sociopaths, everyone can identify with love.

Not many companies talk about love in their hero brand inventory, but why is that? Love is the primary pursuit and preoccupation of most human beings on the planet. Humans seek love just a little more emphatically than we crave protection.

And in many ways the two are inseparable. Love is protection and protection is love, no?

Think of the hard work that goes into building and maintaining love. If you have a significant other or a family, you'll know it takes effort. And that should be rewarded; celebrated; admired. It should also be protected.



## THE STRAPLINE - PROTECT THE LIFE YOU LOVE

So there you have it. Protect. Life. Love. The LifeSearch value system fits snugly into a strapline that conveys our territory, values and **mission** in one tight phrase.

It's pretty neat. There's a simplicity and a **truth** to it.

Let's get musical for a second. As a oner, this strap is six syllables and quite metronomic. It comes in three blasts of two syllables apiece: pro-tect; the-life; y-love.

The execution is important because a phrase like this could seem gloomy and alarmist.

But it's not - it is bouncy, buoyant and **upbeat**. Just like LifeSearch.

Again, the customer is unlikely to think about this. But we're planting subliminal seeds.

Imagine the strap changed just a little to:

'Protection for the **life** you love.'

OK, we change a verb into a drab noun, but it means almost the same as the original. Yet it's just terrible.

That first word and its clumsy three syllables screws with the whole thing. Then after 'protection' you have get your mouth moving to shift from the 'tion' to the 'for'.

Protect the life you **love**. Much better, right?

## HOW WE COMMUNICATE

Throughout the strapline section you have seen several bolded words. These have been plucked out and dismantled to inform how we communicate.

Human • Love • Mission • Truth • Upbeat

# 1. HUMAN

## WHAT WE MEAN:



- warm
- conversational
- informal
- imperfect
- real

## WHAT WE DON'T MEAN:



- fawning
- fake
- careless
- unprofessional

# 1. HUMAN

## HOW DOES 'HUMAN' SOUND?:

Human sounds real. Dispense with the big, silly, industry words and just be yourself.

Yes, you have a message to get across, a product to represent and targets to hit but that doesn't mean communication can't be fun as well as informative. Being human is enjoying conversation and reflecting how people really talk.

Like really really out in the real world.

## HOW DOES THIS MANIFEST IN COPY AND COMMS?:

People buy from people. People strike up relationships with people, not businesses. So use your communications to convey personality and ideas, don't be afraid of getting personal (so long as it's professional and doesn't detract from the message you're trying to deliver) and bring your own life into the chat where it feels appropriate.

Humans don't communicate in loquacious, well-composed sentences 100% of the time. We use a mix of short and long: of punchy blasts and informative rambles. We like a sidebar, a caveat, an aside. So don't be afraid to stay short and don't worry about droning on a bit. The richness of language is there to be used so mix it up and try to warmly reflect a real life conversation, colloquialisms and all.

Read your words out loud after. Would you say this in a real conversation? If the answer's no, then have another crack at it.

## 2. LOVE

LifeSearch founder Tom Baigrie talks about the Ancient Greeks and their four types of love:

**Storge:**

affectionate, accepting, tolerant love

**Eros:**

desire, sexually motivated love

**Philos:**

loyalty and commonality, love of humanity

**Agape:**

“the love that makes us will the good of another”. We wish good to happen to others devoid of self-interest.

Agape is LifeSearch love. A pure form of love: one that has us donating to charity, helping clients and customers as far as we can; our only motivation to see them succeed and progress and find happiness.



**WHAT WE  
MEAN:**



- empathetic
- inclusive
- the best for others
- truthful

**WHAT WE  
DON'T MEAN:**



- wet
- saccharine
- cutesie
- earnest



## 2. LOVE

### HOW DOES 'LOVE' SOUND?:

Love, in our world, is all-inclusive, all-embracing. It is celebratory and impassioned (all where appropriate, of course).

Love sounds buoyant. Love sounds like enthusiasm. Love also sounds like truth and the truth isn't always easy.

Parts of our job, inevitably, brush against pain and unpleasantness so love is appreciating the moment and changing tone, style and approach so you can best support your fellows. Love is giving the truth clearly and with empathy.

### HOW DOES THIS MANIFEST IN COPY AND COMMS?:

Everyone, regardless of their politics, personality or eating habits has the right to protect what they have. So when we talk, we talk to everyone. When we communicate we welcome and embrace everyone.

Love is less of a directive for communicating, it's more something to remember and to channel. If you address customers/ prospects/ colleagues from a place of love, you are doing them the ultimate service and both will shine through.

### 3. MISSION

**WHAT WE  
MEAN:**



- driven
- determined
- optimistic
- confident
- higher purpose

**WHAT WE  
DON'T MEAN:**



- overbearing
- political
- argumentative
- negative
- defeatist

### 3. MISSION

#### FURTHER EXPLANATION:

Mission is the at the root of LifeSearch. Founder Tom Baigrie started the company back in 1998 and often tells the story of the Richards family, a couple who arranged life cover with him, before tragedy struck. Life insurance offered small grace at a tragic time - as it always does.

Scare stories would have you believe insurers are scumbags who like to stonewall and screw people over when they're at their most vulnerable. But for policies arranged by LifeSearch this is nonsense. LifeSearch-arranged policies always pay out fairly when the unforeseen happens.

Life protection isn't like home insurance. With home insurance you may get burgled, the basement could flood and the lawn might get trampled by a herd of passing donkeys.

It's all 'what if'.

But that's not so with life cover. The fact of the matter is that you are going to die. There's a cheery thought for everyone.

So life protection is a rational purchase. It's not a Faberge Egg. It's not a silly nice-to-have but a logical, pragmatic essential. A life policy insures one against something which is guaranteed to be catastrophic when it occurs.

Life insurance is a low-cost no-brainer. And when the customer is seeking the truth and the facts and the best in service and reputation, they need to talk to LifeSearch.

By helping people protect their lot, we are making life better in the long run, policy by policy, family by family.

This is what motivates us and this is the message we'd like to spread.

### 3. MISSION

#### HOW DOES 'MISSION' SOUND?:

Mission sounds like we believe, to a person, in what we do. Mission sounds like passion. Mission is not apologising for life insurance because it has a crucial role - and is a force for good - in the lives of many.

Mission is selling our product from a position of integrity and self-belief. Mission is leading, not following, in our industry.

Mission is confidently knowing what we believe and not shying away from it. Mission is seeing opportunities to change customers' minds.

#### HOW DOES THIS MANIFEST IN COPY AND COMMS?:

We speak about the reality of our product. The product is good. The product helps. We are positive and proud around what we have done, are doing, and will do in future. We have pride in our work. We are contributing to people's lives and the embetterment of the industry we work in.

We aren't afraid to talk about our charity work. We believe in causes. We recognise that we lead our industry and with that comes responsibility.

## 4. TRUTH

### WHAT WE MEAN:



- transparency
- admitting mistakes
- beautiful imperfection
- no shortcuts

### WHAT WE DON'T MEAN:



- porky pies
- over promising
- emotional blackmail
- scaremongering
- insensitivity

## 4. TRUTH

### HOW DOES TRUTH SOUND?:

Truth sounds like telling the truth. When we are sure, we state it. When we are unsure, or there are variables in the mix, we give a more balanced, qualified explanation.

We do not deceive customers with any half-baked, half-truth, half-qualified information.

Following on from mission, our mission is to pass on truth. That's all we can do. At LifeSearch we pass on information and we clue customers in. If the customer buys, great - they've made a good decision. If they don't, we have done our jobs and told the truth.

That's all we can do and that's the truth of our business.



### HOW DOES THIS MANIFEST IN COPY AND COMMS?:

We celebrate our successes when they're true. We own our shortcomings when they occur and we admit when we don't know the answer. We try not to exaggerate.

Truth is personal, too. By involving the individuals that comprise LifeSearch in our copy and comms, we offer truth in the form of human experience. No one can argue with your experience, it's your truth. So don't be afraid to get personal and use truths from your own lives; whether it's as employees or as citizens.

Take a phrase like: "Life protection is a good idea."

As we have covered, this is a truth. At LifeSearch we state it clearly because it is a business truth.

Now take a phrase like: "In my experience, Coldplay are awful live. Just terrible."

I am not saying that Coldplay have the charm and musical creds of a toilet brush, that would be an opinion. My assertion is rooted in experience thus it's a fact (for me at least).

## 5. UPBEAT

### WHAT WE MEAN:



- positive
- energetic
- reactive

### WHAT WE DON'T MEAN:



- pushy
- distracted
- zany



## 5. UPBEAT

### HOW DOES 'UPBEAT' SOUND?:

If handled roughly, an upbeat tone can come across as annoying, distracted and a bit too nutty for a serious subject. However, with the right balance of respect and energy, one can craft a brand language which sets a business apart from its competitors; that sounds much more like a group of likeable individuals than a faceless corporate monolith.

Active sentences such as “We protect people against whatever life chucks at them”, as opposed to passive sentences like “LifeSearch customers receive insurance against whatever life may throw at them” imply proactivity and energy.

We want to be seen at every possible opportunity as what we are: a company which goes to work every single day with the intention of making people’s lives better, never letting standards slip and looking for new ways to help.

### HOW DOES THIS MANIFEST IN COPY AND COMMS?:

‘Upbeat’ is the implication of positivity. So often a discussion about insurance, particularly personal insurance is an inherently sombre affair, quite understandably, but this is mainly caused by focusing on what could happen, rather than what is happening.

Instead of focusing on the grim realities of death, injury or illness, focus on how getting a proper insurance policy signed and out of the way means you needn’t worry about any of those troubles.

You’re taken care of, you’re sorted. Now turn around and go outside; enjoy yourself. Live it up.

We write proactively, we look to the possibilities insurance opens up, we explore the idea of protecting those we care about - we keep moving forward.



## SO WHAT DO WE SAY?

Really, that bit's sort of up to you.

This document has been written so as never to be complete. There is always room to grow and evolve our repertoire of statements and how we talk about LifeSearch.

Demographically speaking, LifeSearch take aim at customers from all walks of life. Perhaps we're not a product for high rollers (they've probably got all kinds of complicated insurance wrapped up in assets and securities) but everyone else is in our crosshairs.

Our language cannot be exclusive because our product is not exclusive. Our brand is not exclusive. With love and humanity in our value set, none of that will come as a surprise.

Let's get the ball rolling...

## WHAT WE SAY ABOUT LIFESEARCH

These phrases ascribe to the guides as laid out in this document. The phraseology is upbeat, truthful, personal, simple and unafraid to be imperfect. Again, think musically - these statements bounce around, tonally they rise and fall. Nothing is flat.

✓ Protect the life you love ... then get the fun on with more important things.

✓ You love life, we love life.  
Let's protect each other, shall we?

✓ Buy life protection from us. We get awards every year for being damn good at it.

✓ Each month when the direct debit hits you'll think, 'why did I buy that life protection plan?' Hopefully, the penny won't drop for a long time yet.

✓ LifeSearch began in 1998 because our Tom, founder and moustache, wanted to help people. Over 20 years we've picked up dozens of awards and we've grown the team, but nothing's changed. We here to help you protect the life you love.

✓ Chris works at LifeSearch, he's one of 13 Chrisses that work here. Like you, he has a job and a family. He has a life he loves. So do you. Protect it and let's get on with living it.

✓ You know that nagging I-haven't-got-around-to-getting-life-protection feeling?

✓ Some insurers talk about death a lot. We prefer to talk about life. It makes the day less hideous.

# WHAT WE DON'T SAY ABOUT LIFESEARCH

LifeSearch are not just another insurance company. So we have to banish phrases that feel like they were plucked out of the insurance marketer's handbook. Here are some examples of phrases that miss the mark, either because they're too generic or because there's no heartbeat. We're sure you'll see the difference.



## **Insurance - it's a life or death decision**

Sure, it's clever enough ... motivating even if you respond to the stick and not the carrot. But it's alarmist and pushy. It's flat and we see nothing of the people behind the partition.



## **Insure through LifeSearch for that extra peace of mind.**

Nope. It's generic and woolly. Again, there's no personality.



## **At LifeSearch we understand you want to protect your family. We feel the same.**

### **That's why we go the extra mile to deliver products and services that work for you and yours.**

This is better. You can tell this writer wants to get more personal but they stop before adding the kind of colour that'll push it from boring/generic and into vibrant and bouncy. Phrases like 'the extra mile' and 'deliver products and services' are overdone. Also, you and yours ... who talks like that?



## **A better attempt might be**

**You want to protect your family. Of course you do. We've got families - and they annoy and frustrate us sometimes. But we love them and we want to do right by them.**

**We protect life here at LifeSearch. We do it well so you don't ever have to worry.**

It's personal, it's upbeat, it hits all key noises with a tiny quirk thrown in.

## SOME HARD AND FAST RULES

### **Brackets are OK**

(as long as they're used in moderation).

**Keep your writing tight**, yes do ramble on if you need to but **don't lose your point**.

**Emojis are just about acceptable** because as much as it might pain some of us they serve a valuable purpose on social media.

If you suspect you have used a phrase you've heard elsewhere, "extra mile", "products and services" then stop, have a word with yourself and **remember that you're human** and humans don't talk like that.

**DUATNOWU** Don't use abbreviations that no one will understand.

**Do use abbreviations we all know** (like laser) as writing them out in full is a waste of everyone's patience.

**Do use the percentage sign.**

**Exclamation marks are a last resort** because they are the devil's invention and he laughs every time we use one.

**Don't CAPS UP WORDS MID SENTENCE** , it looks shouty.

# OUTRO

Having read this document (thanks for sticking with it by the way), it seems like there's a lot to take in - loads of theory but few cast iron ideas, phrases or tidbits. That's a good thing.

This whole tone of voice is itself a reference guide. It is written in a style that fits LifeSearch: a blend of short impact sentences alongside longer informative ones. We aren't afraid of the odd ramble (so long as it's on-point) and we're more than happy to start sentences with And, But or Because.

This guide is conversational and upbeat. It talks in truths and creates an essence for communicating in LifeSearch.

This is all you need, because the next bit is yours.

We want LifeSeach people to be themselves. Professional, yes, but talking, writing, communicating as themselves, albeit with a few guiding principles in place.

We are not a brand that needs or wants to present perfection. We deal in truth, and it is a truth to say that perfection is a pipe dream. No one is perfect: no business, no artist, no Hollywood A-lister.

We are a people business and people are imperfect, therefore we are unafraid of imperfection in our writing. Our game is to bring you into our world using genuine language - the language trust, truth and long-term relationships are built on.

# APPENDIX

## A LITTLE EXTRA THEORY

Think about some of the brands you know (and even love).  
How do they talk/ write/ communicate?

Let's take companies like Jack Daniel's, Apple, Paddy Power,  
British Airways and Innocent Smoothies.

When these brands speak, you know it's them - even if your  
eyes are shut. Their narrative styles encapsulate and extend  
their identity. It's all in what they say and how they say it.



# TONE OF VOICE OUT IN THE WORLD

## JACK DANIEL'S

Smokey, chilled, the indulgent tone of Jack is a cool, smooth blend of the past and the present. Jack leans on its heritage (whether it's real or not) to transport us to another time - one that's relaxed and simple. Anecdotes from the good old days speak to the company's value system and by using nostalgia, the brand couldn't be more contemporary.

## APPLE

The most valuable company in the world, Apple is built on ingenuity. But rather than flooring us with the tech spec every time, they keep it informal, light and accessible. Apple has done the hard bit so we don't have to. Yes, there's a smugness about Apple - but they've earned that right, haven't they? Hook, line and sinker, Cupertino has us by the shortbread ... and they know it.





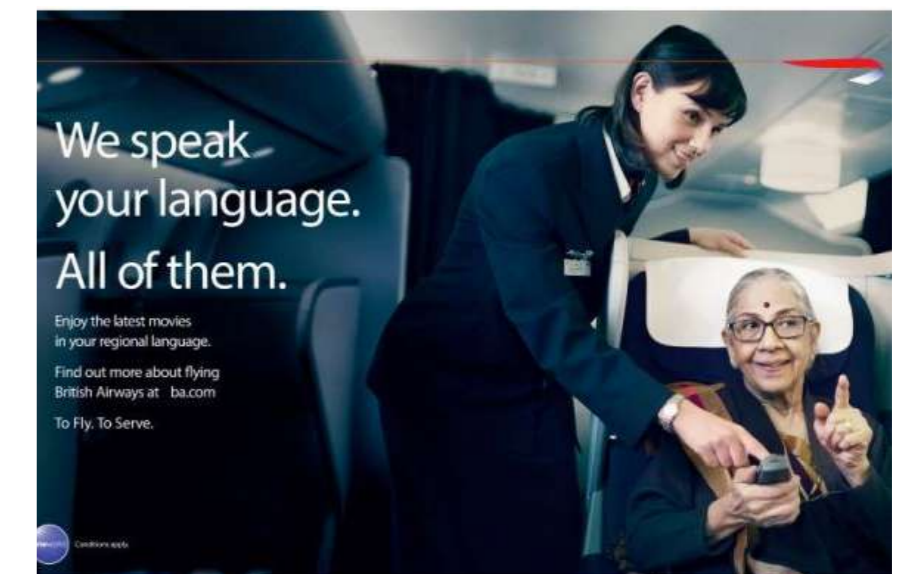
# tone of voice out in the world

## PADDY POWER

Like 'em or hate 'em, Paddy Power's tone is brash, loud, mischievous and very accomplished. Paddy's messages are always clever, savvy and on-trend despite the shouty, pub-talk presentation. The bookie basically won the world cup with its Russia 2018 ad campaign: declaring that every goal Russia scored would generate a £10,000 donation to LGBT charities - one in the eye for a host nation with questionable conduct in this area.

## BRITISH AIRWAYS

In an era of no-frills airlines, there's zero exclusivity left in international travel. Unless, of course, you fly British Airways. The carrier's messaging keeps the prestige around flying, presenting themselves as the quality option: the discerning executive's choice in travel. BA leans on its British heritage to push sophistication and unlock an aspirational world to passengers, whether they're in first-class or the cheap seats.





# TONE OF VOICE OUT IN THE WORLD

## INNOCENT SMOOTHIES

Copywriters the world over wet themselves when Innocent Smoothies' star began to rise. The company - which funnels pulped fruit into plastic bottles which sell for an astonishing mark-up - was started by three Oxbridge copywriters who nailed the tone from the off. Their sweet, butter-wouldn't-melt timbre let them say things like: "and you can tell our mums" and get away with it. Even 20 years after launch writers still bow to the fruity, Innocent gods when they talk tone.



# TONE OF VOICE OUT IN THE WORLD

It's not just the big guys. You don't need to be a kick-ass Fortune 500 company to own the tone. Plenty of SMEs and start-ups have infused their brand with this key feature from the get-go. Which is a good call.

## BEAVERTOWN BREWERY

Beavertown Brewery's tone of voice is strong but not because it is outlandish or extravagant - it's precisely the opposite. The beer co's visual identity and product names are so striking that the tone sits back: never distracting, only informing. Light touch copy reinforces the overall brand identity by allowing the elements that do strike the high notes to shine. It is short and simple, like a news report or a great Tinder profile.

## MISSGUIDED

Millennial clothing retailer Missguided is sassy and brash. It presents a confident and rebellious tone to complement its products, and its belief in a positive body image. By embracing imperfections, Missguided captures the mood of the day, appealing to a target market of youngsters growing up in an era of perfectionism/ body shaming/ trolling etc.

## GRAIN

Two professionals from London (including a quantum engineer, whatever that is) quit their day jobs in order to build affordable, bespoke furniture full time. Confident and laddy, scrappy and honest, Grain presents a simple conversational tone; as far from pretentious as is possible. Grain comms tell real customer stories and, as a result, their own personality shines: two talented guys working their buns off so everyday people can enjoy bespoke furniture; sans the price tag.

Over to you

