

## **Brand Voice Case Study - Revel Method Pilates**

### **Objective:**

Develop a cohesive brand voice that communicates Revel Method Pilates as an elevated wellness experience focused on emotional connection rather than performance outcomes.

### **My Role:**

- Brand voice development
- Messaging strategy
- Copywriting execution

### **Deliverables:**

- Brand positioning
  - Voice pillars
  - Taglines
  - Social copy
  - Email concepts
  - Advertising headline
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### **SECTION 1: Brand Overview**

Revel Method Pilates is a growing wellness studio aimed to build strength, confidence, and community through modern pilates. This brand wants individuals to come as they are and leave feeling empowered. An experience at Revel results in clients leaving accomplished and centered.

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### **SECTION 2: Audience**

The members at Revel are often women looking to reconnect with themselves physically and emotionally before or after their long work day. Revel has successfully facilitated a supportive environment to do just that.

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### **SECTION 3: Brand Personality**

Revel is elevated, intentional, encouraging, and community-driven.

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## SECTION 4: Copywriting Examples

- *Movement that meets you where you are.*
  - *Movement is medicine.*
  - *Movement that matters.*
  - *A method that works.*
  - *Where you can revel in the movement.*
  - *Revel in the movement.*
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### Instagram Caption

Movement isn't about perfection - it's about connection.  
Strength isn't just what you can hold onto, but what you learn to release.  
Balance isn't measured by how much you carry, but by how intentionally you move through life.  
We meet you where you are, and move forward together.  
Come revel in the movement. Come revel in this life with us.

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### Email Subject Lines

- Come REVEL With Us
  - The Time to REVEL Is Here
  - This Is Your Formal Invitation to REVEL
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### Advertisement Headline

Stop Going Through the Motions. Start Reveling in Them.

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## SECTION 5: Creative Thinking Explanation

Revel is branded as an elevated wellness brand, so it was my goal to present this identity through minimal and intentional language. Unlike a lot of wellness brands, I wanted to focus less on results and more on the emotional experience. This messaging invites clients into a lifestyle of connection, restoration, and personal growth to reinforce movement and something to be experienced rather than performed.