Editorial voices — 9 advertisers

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Extract of 3 voices · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for demonstration. **An editorial voice is the way of writing that belongs to a brand: vocabulary, register, usual formats, what it allows itself and what it rules out.** The 9 voices are built by reading **3,120 approved pieces**, not by intuition: every trait can be checked against copy the studio produced and got signed off.

What a written editorial voice changes on a first draft

Criterion measured	Why it matters
Average sentence length	Rhythm is the first thing a reader recognises
Share of active voice	A brand that speaks in the passive isn't fixed case by case
Own vocabulary	The words the brand uses and its competitors don't
Absent words	**Often the most telling trait** — and never written in a brand guide
Heading structure	The shape the reader expects, article after article

Criterion measured	Why it matters
Opening and closing formulas	The two places where a brand is recognised
Sector constraints	What the advertiser's field does not allow you to write

Three editorial voices

Advertiser	Rhythm	Dominant trait	What never appears
Helianthe Énergies · energy	16 words per sentence	A figure at the head of each paragraph	**“revolutionary” and “essential” absent from the last 40 approved pieces**
Clairval Santé · healthcare	22 words per sentence	**Formal address throughout**	**No promise of results** — a constraint of the field, held without reminders
Institut Peyrelade · training	13 words (social) / 20 (web pages)	**Two deliberate voices: informal on social, formal on institutional pages**	Unexpanded acronyms

What each editorial voice carries

Section	Content	What it does in production
Tone signature	Rhythm, voice, register	Sets the first draft
Lexicon	**35 words used, 20 words banned**	Avoids word-by-word rewriting at review
Content structures	Standard outlines per format (article, page, newsletter, post)	The writer doesn't redesign an outline every time
Opposed examples	**3 approved sentences, 3 rejected sentences, taken from history**	**A documented rejection teaches more than a rule**

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Section	Content	What it does in production
Sector constraints	Mandatory notices, forbidden promises	Protects regulated advertisers

Every editorial voice can be corrected one word at a time: it is the studio's material, set down clearly. All 9 go through the editorial director before being used in production, and stay editable at any time. **That is what separates an agent fed on your content from a consumer tool writing generic copy.**

For the editorial director to settle

Advertisers whose editorial voice should be enriched first: _____

Request a demo with your own documents

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-redaction-creation-contenu

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