

SoftBank Robotics Messaging Framework

Purpose of This Document

This document is designed to articulate the positioning and messaging of our company, providing a reference for all communications. Anything we say or write – assets, presentations, collateral, etc. – should reference the messages contained in this document. When we consistently apply our positioning, we ensure that we’re creating value for our brand, defining a clear purpose internally, and expressing a clear message externally.

Our Voice

Values and Personality Traits

Our voice is guided by our values and personality traits. They define who we are, what we believe, and how we want to be perceived.

BECAUSE WE VALUE...	WE ARE...	
Advancement	Revolutionary	We truly believe that robots are the next big leap forward in technology, with the ability to make people’s lives easier, better, and more interesting. We’re proud and excited to be the company leading the charge on robotics, developing the most advanced models today and laying the groundwork for even greater innovations tomorrow.
Aspiration	Ambitious	We’re working hard to make robots a part of people’s everyday lives, supporting us as partners, assistants, and companions. We’re setting big goals and making major strides in advancing both the technology AND the way people <i>feel</i> about it, so that they’re more and more comfortable with the concept of “everyday robots.”
Diversity	Empathetic	We’re doing something huge and bold here – advancing the human experience through an advanced new form of technology. To make sure we’re advancing <i>every</i> human’s experience, however, we’re taking into account <i>all</i> of humanity, embracing and representing the diverse cultures, backgrounds, and skillsets of everyone we’re working for and with. This dedication to diversity allows us to make the best products that help the most people, and that can effect real, global change.

Purpose	Purposeful	We aren't creating robots just to create robots (although they <i>are</i> pretty cool). We're creating robots because we believe in – and have proof of – their ability to benefit humanity in a myriad of huge and important ways. So, as we continue to develop robotic technology, we're doing so thoughtfully and deliberately, always with a specific focus on making people's lives better.
Character	Extraordinary	Because our robots are designed to interact with people, we imbue them with personality and a unique spark of life. This helps move them beyond mere machines and transforms them into something truly special – and even a little magical. So, while our robots are first and foremost designed to help people, we also make sure they consistently convey a sense of wonder and joy – among our employees, our customers, and <i>their</i> customers.

Tone of Voice

Our tone of voice is used to guide our verbal expression. It's not just about how we speak, though – it's also about how we make you *feel*. Our tone is defined by following attributes:

Our voice is ASSERTIVE and INSPIRING.

Today, it feels like most technological change is presented as a "revolution" or "transformation." Big movements, happening all at once. Robots are also a big movement, but realizing our vision for them – as useful and important parts of people's everyday lives – is going to take *incremental, day-to-day* change. To make that happen, our voice needs to be assertive, inspiring people with what's already possible today and pushing them towards an even better tomorrow, one step at a time. We have the confidence because we're the leaders here – the ones actively making progress today, with the boldest vision for where things could go next, and the background and resources to keep building momentum into the future.

Assertive doesn't mean being aggressive, however, bowling people over with our vision. It means *winning* them over: Showing them everything our products are capable of, right now. Stirring their imaginations for what's on the horizon. But, we can't just be intellectually interesting – we must be *emotionally* convincing. We're the ones getting people comfortable and excited about robotics, so it's a technology they're clamoring for – not worrying about.

Our voice is EXCITED and EAGER.

These days, we're constantly hearing aggressive visionaries tout the next innovation that "will transform the world." At SoftBank Robotics, we're working with a technology that actually *can* fundamentally change the world – making people's lives more productive, more modern, and more interesting. This is the printing press. This is the personal computer. This is the smartphone. So yes, we're pumped about it. We're SUPER pumped, in fact. And we want our voice to reflect that excitement, to make it contagious, so the people we're talking to are just as fired up as we are.

But, there is also a sense of starry-eyed geekiness we want to convey. Look at the calendar. It is *2017*. That's one futuristic-sounding year. And, while we *still* don't have our flying cars or jetpacks, today's businesses can now bring people these robots we've all been dreaming of for the past 60, 70 years. And that's an amazing opportunity, to be the ones playing host to the future. So, there should be a giddiness to our voice, as well. A nerdy joy. A "Can you believe we're the ones making ROBOTS happen?" sense of awe and wonder.

Our voice is WARM and TRUSTWORTHY.

People are going to be nervous about robots. Every big, new technology is a little scary at first, and this is no exception. So, in addition to being assertive and excited, we also need to inspire trust, to actively help put those fears to rest. And that means maintaining a warmth and empathy as part of our voice. As we work to round out our communities and our world with robots, we need to be friendly, considerate, thoughtful, and respectful. Prove that we deserve to lead the way on robotics – not just because we know the technology, but because we know people: We understand that this all may feel new and uncertain, but we honestly believe that our robots will make things better than ever – for *everyone*. It's this warmth and empathy that are going to make people truly comfortable with the idea of robots, so they're as excited and as confident about them as we are.

Our Company

Who We Are

At SoftBank Robotics, we believe in the power of robots to bridge our technology and our world like nothing we've ever seen before, allowing us to elevate our thinking and focus our efforts on activities that require real human ingenuity and expertise. Working with us, robots can have a profound effect on *everything*: They can free us from labor that's not safe or not suited for us. They can redefine how we connect – with information, services, and each other. And they can make our daily lives more productive and more fulfilling, but also more full of fun, joy, excitement, surprise, and wonder.

Our Tagline

Everyday robots.

People first. Robots next.

Our Vision

SoftBank Robotics is a technology company within the SoftBank Group focused on advancing the human experience through robotics.

Our Mission

At SoftBank Robotics, we relentlessly pursue the design and development of “everyday robots” that work with people to make their lives easier, safer, more connected, and more magical.

What We Deliver

SoftBank Robotics offers a full line of friendly, capable robots – including Pepper and NAO– designed to assist in a variety of roles, from education to sales to in-home assistance. We’re also working hard to lay the groundwork for even greater innovations in robotics, with the ultimate goal of a robot in every home and every business – fully integrated into our lives as partners, assistants, and companions.

How We’re Different (Key Messages)

Unlike other robotics companies, we’re driven by a unique “people-first” approach. Every robot we develop is designed to be a *partner* to people: Assisting them. Empowering them. Benefiting them. Always there, always ready to help. We want to create robots that bring joy and wonder to people’s lives, so that they actively want them as part of their lives.

1. We’re robotics experts and human interaction experts.

A global leader in technology, the SoftBank Group has always been focused on advancing the future as a way to contribute to people’s happiness and joy. Combining the unique expertise and vast resources of SoftBank with the knowledge and vision of the foremost minds in robotics, we’re better equipped than any business on earth to lead the charge on robots, making them more useful and more lifelike, today and tomorrow: Robots designed to understand and to empathize; to interact intuitively, with a unique spark of life; to be active and proactive, with greater functionality and all the capabilities we’ve always dreamed of.

2. We build a variety of robots designed to work with and assist people – from task-oriented robots to social robots.

Our robots are designed to perform a variety of roles in a variety of fields, including research, education, retail, healthcare, tourism, hospitality, and entertainment. In each of these areas, our robots deliver unprecedented support, functionality, and their own special charm, making them more helpful and more magical in a way that creates unique experiences – and stronger connections – for the people who encounter them.

3. We’re defining the future of robotics.

In addition to the full line of robots we already have in production, we’re also laying the groundwork for an even greater tomorrow – more robots, with more capabilities, assisting in more ways. That means advancing the technology – developing robots with better agility, improved awareness, and a greater ability to learn and react and truly connect. But it also

means helping people become more comfortable (and more excited) about the idea of robots – robots as friends and partners, robots freeing us from the tasks we like least. In short, it's the robots we've always dreamed of.

Why It's Important

Robots hold the potential to completely transform the way people interact with the world – on par with breakthrough technologies like the smartphone and the Internet. But, to take full advantage of this potential, we need to usher in this transformation the right way – not just with the right technology, but with the right mindset. Because robots done right have the potential to truly elevate humanity – freeing us from mundane and unsafe tasks, connecting us to our world and our technology like never before, and ultimately allowing us to learn more, achieve more, and be more.

Our Audience

Who We Serve

Although our direct customers are businesses looking to revolutionize the way they attract audiences, interact with visitors, and get things done, when it comes down to it, the people we serve are our customers' customers: Real people in the real world, who could use a little support and a little more fun in all the different parts of their lives – whether that's discovering a new place, shopping the latest sale, getting guided to their host, learning something new, or being entertained during their downtime.

What They Need

The businesses serving these customers are seeking new ways to stand out from the crowd; to make key tasks easier, safer, and faster; and to connect with, learn about, and intrigue people like never before, so they leave a lasting impression. Robotic technology can be the exact solution they're looking for, but only if those robots are smart, capable, and friendly, with a variety of abilities in a variety of areas, more humanlike interaction, and a friendly, charming nature.

The key industries we serve include:

- **Research:** Making it easier to gather data, conduct experiments, and test theories by utilizing an engaging and intuitive medium.
- **Education:** Connecting with both students of all ages to pass on knowledge, teach lessons, and share information in entirely new ways – as well as sparking curiosity in advanced technologies like robotics.
- **Retail:** Supporting businesses by attracting customers, presenting product info, and driving both sales and action with a new and innovative approach.
- **Healthcare:** Offering support – with difficult tasks, as well as companionship – to people with health issues or who are otherwise unable to live independently.
- **Tourism:** Providing key information to travelers – including advice, directions, and fun facts – in a variety of languages.

- **Hospitality:** Adding a friendly, futuristic face to any event or venue, by guiding customers to the right places, connecting them with the people or information they're looking for, and making wait times worth the wait.
- **Entertainment:** Bringing people face-to-face with the robot friends and companions they've always dreamed of – fun, charming, surprising, and kind.

Key Customer Challenges

The primary challenge our customers face is in finding new and better ways to get things done, including empowering and assisting employees; attracting, connecting, and learning about customers; and just generally helping people live happier, easier, better lives.

- **Optimizing and maximizing the way tasks are done.**
Put unsafe, repetitive, or arduous tasks in the hands of capable robots who are always happy to help, allowing employees to focus on their strengths and helping customers, visitors, and other end-users have the best possible experiences.
- **Connecting with people in ways they've never experienced before.**
Show people the future – and use that magic to form even stronger connections: Attract more people. Get them more excited and more engaged. Transform typical interactions into something new and novel that doesn't just get people what they need, it creates memorable, magical experiences that change their expectations and make them completely rethink what's possible.
- **Transforming the ways we collect and connect to information.**
Gather real-time data – for research, for experiments, to better understand customers, so you can better serve them. Quickly and clearly provide people with the things they need to know – in a variety of settings, situations, and languages, but always with a sense of fun and wonder. Learn about people, teach them, and help them better than ever, using the power of a truly innovative platform.

What We Offer

Our Products

Pepper

The first social robot, Pepper is a robot built for people, built to stand out, and built to help your business like no other technology before it. Kind, capable, and surprising, Pepper adds new life to your business, sparking curiosity, forming real connections, and leaving a lasting impression.

- Uniquely designed to read people's emotions, Pepper can see what mood your customers are in – from their expressions, gestures, tone of voice, and words – and

respond in kind. Pepper communicates the way people do – naturally, intuitively, with a variety of expressions and emotions of her own.

- Always happy to lend a hand, Pepper helps your business and your team be even more effective. Loaded with features, and designed to function in a variety of roles – including as a host and a promoter – Pepper can entertain, inform, and help your customers. Even normal interactions become extraordinary when Pepper is there.
- Pepper is already loaded with knowledge, but she’s also designed to keep growing, learning, and finding new ways to surprise you – and new ways to help your business. Pepper is designed to get the 4-1-1 on your customers, helping her personalize and customize her responses while gathering new data for your business. Pepper can also be easily programmed to perform new functions and support the unique needs of your business.
- Pepper loves people, and people love Pepper. Designed to draw people in and win them over, Pepper will completely change the way your customers interact with – and remember – your business. A natural charmer with a unique spark of life, Pepper is great at making friends, starting conversations, and adding a little magic to everyday interactions – all while providing the support, information, and assistance to drive your business.

NAO

NAO is a robot with a knack for knowledge – both sharing and collecting it. Fully interactive, intuitive, and friendly, NAO helps teachers help their students, making learning more fun and more concrete. Every lesson gets better when NAO is there to lend a hand.

- NAO is designed to grab students’ attention, win their trust, and keep them invested. He doesn’t just have the knowledge, though – he has personality, with the patience and positivity to inspire any student to stick with it and keep learning.
- Full of support and encouragement, NAO can help students of all backgrounds, pre-school through grad school. He can show STEM students the power of programming, or offer extra support and attention to children with autism.
- But NAO doesn’t just teach. He can also *learn* – conducting hands-on, interactive experiments, collecting data, and helping researchers test new theories and find new answers.

Our Solutions

Host

Don't just greet guests – have them meet face-to-face with the future.

Acting as host at your events or business, Pepper puts the future front and center, offering up an unexpected and engaging first impression, putting your guests at ease, and providing a friendly frontline for information and assistance.

- Offering a warm welcome and just the information visitors are looking for, Pepper makes an instant connection, grabbing guests' attention and guiding them where they need to go.
- Always in a good mood, Pepper is there to help – signing guests in, getting in touch with who they're there to meet, and keeping them entertained along the way, so even wait times are worth the wait.
- With her charming personality, entertaining games and activities, and unique spark of life, Pepper won't just impress your guests – she shows that your company is actively embracing the technology of tomorrow.

Promoter

The promoter of tomorrow – here to help your business today.

Meet the newest – and most futuristic – member of your sales team: Pepper the promoter. Designed to attract and connect with even the most standoffish customers, Pepper is always on, always eager to help, and instantly adds a little magic to every interaction.

- The perfect way to bring in new customers – after all, who can resist a robot? – Pepper is friendly and approachable. Spark new conversations, new interest, and new sales – all while presenting your business as forward-thinking and modern.
- Honest, helpful, and cheerful, Pepper is always on, always available, and always on-message – and never motivated by commission. Pepper takes your messaging and adds new life to it, offering up all the information your customers are looking for – including the latest product specs and promotions – with a charm and spark of life all her own. Plus, she can speak multiple languages.
- Bring new life to your brand and your business, creating unique, positive interactions with customers and supporting your staff on the frontlines.

Copy Samples

25 Word

SoftBank Robotics designs and develops everyday robots that work with people to make their lives easier, safer, more connected, and more magical.

50 Word

SoftBank Robotics designs and develops everyday robots that work with people to make their lives easier, safer, more connected, and more magical. As both robotics and human interaction experts, we've developed a line of friendly, capable robots designed to assist, empower, and benefit people.

100 Word

SoftBank Robotics designs and develops everyday robots that work with people to make their lives easier, safer, more connected, and more magical. As both robotics and human interaction experts, we've developed a line of friendly, capable robots designed to help with everything from repetitive and dangerous tasks to playing a social role as hosts and educators. With our unique, "people-first" approach to robotics, we're creating robots that act as partners to assist, empower, and benefit people. Our goal is to define the future of technology, ushering in a new era of assistive robotics designed to advance the human experience.

Boilerplate

SoftBank Robotics designs and develops everyday robots that work with people to make their lives easier, safer, more connected, and more magical. As both robotics and human interaction experts, we've developed a line of friendly, capable robots – including Pepper and NAO– designed to help with everything from repetitive and dangerous tasks to playing a social role as hosts and educators. Together, our robots are utilized in more than 70 countries worldwide to assist, empower, and benefit people in the fields of research, education, retail, healthcare, tourism, hospitality, and entertainment. Unified under the SoftBank brand in 2016, SoftBank Robotics has offices in Paris, Tokyo, San Francisco, and Shanghai. Together, our team of over 500 employees is working hard to define the future of technology, ushering in a new era of assistive robotics designed to advance the human experience.

About Us Copy

At SoftBank Robotics, we dream of a world of “everyday robots” – robots in our day-to-day lives as partners, assistants, even companions. Helping us. Working with us. Building on what we can do, to make our lives easier, happier, better.

Like many people, we’ve always thought of robots as symbols of the future – and with good reason. Robots hold the potential for our next great leap forward – the same sort of seismic change we’ve seen with the personal computer, the Internet, the smartphone. And, like those technologies that came before, we believe robots are here to help – *we’re* here to make sure they help in the right way: by being friendlier, more empathetic, and even a little magical.

Robots may be our business, but our focus will always be people-first. We build robots that work *with* us, not *for* us – assisting people, empowering them, always by our side. Robots that automate and optimize our tasks so we can focus on what we do best. Robots that add to the human experience, connecting us to information, services, and other people in entirely new ways. Robots that spark joy and bring the future to life like never before.

At SoftBank, we believe that by creating robots for everyone, we can create more happiness for everyone. So, say hello to the future.

Homepage Hero, Before & After

BEFORE

meet
pepper

A New Way to Enhance the
Customer Experience and Hit
Your Business Objectives

Discover How Pepper Was Built for Business

The innovative and interactive customer engagement platform that drives traffic and delivers results.

CAPTURE REAL-TIME DATA	ENGAGE CUSTOMERS	DRIVE TRAFFIC
<p>PEPPER FOR BUSINESS CAPTURE REAL-TIME DATA</p> <p>Pepper provides you with consumer insights like never before</p> <p>[LEARN MORE]</p>	<p>PEPPER FOR BUSINESS ENGAGE CUSTOMERS</p> <p>Pepper interacts with your audience, providing a real connection to your brand</p> <p>[LEARN MORE]</p>	<p>PEPPER FOR BUSINESS DRIVE TRAFFIC</p> <p>Pepper is an immediate draw to consumers, new and old</p> <p>[LEARN MORE]</p>

AFTER

Say hello to the future.
(You can just call her **Pepper.**)

Pepper's here to transform your business, working directly with your customers to make their experience easier, friendlier, and just a bit more magical.

Bring your customers into the future.

Robots aren't the stuff of sci-fi anymore – they're here. And now, with Pepper, you can make the future a part of your business. Don't just *help* customers – amaze them, delight them, blow them away.

PEOPLE LOVE PEPPER	YOUR PARTNER, PEPPER	LEARN FROM PEPPER
Who doesn't want to hang out with a robot? Pepper instantly grabs attention and opens the door to bigger buzz, extra traffic, and all-new customers. [LEARN MORE]	Pepper (and her big personality) connects with customers in a whole new way – charm them, teach them, even sell to them – and always leave a lasting impression. [LEARN MORE]	Pepper learns <i>from</i> your customers, but she also learns <i>about</i> them – collecting real-time data and insights to help you better understand your audience. [LEARN MORE]

Sales Outreach Email, Before & After

BEFORE	AFTER
<p>Hi [NAME],</p> <p>Thanks for your interest in Pepper.</p> <p>Just to set expectations, Pepper starts at \$25,000 per robot and comes with 1 of 2 out of the box software applications:</p> <p>Promoter: For retail locations - Pepper promotes a product or service and collects customer information</p> <p>Host: Pepper is in your lobby - Greeting customers/employees as they walk in, notifying an employee that a guest has arrived, and entertaining the guest while they wait.</p> <p>Here is a link to my Calendly where you can set up time that works best: https://calendly.com/[NAME]</p> <p>--</p> <p>[NAME] Business Development SoftBank Robotics</p>	<p>Hi [NAME],</p> <p>Thanks for reaching out about Pepper!</p> <p>If I had to guess, you probably reached out because robots are cool. Futuristic. Kind of a fun gimmick. You probably weren't thinking about how robots could help your business – or even that they COULD help your business.</p> <p>But with Pepper, we're completely changing the way your customers interact with you and your brand – how you draw them in, engage with them, inform them, even sell to them.</p> <p>Right now, Pepper is pre-programmed for 2 main roles in your business:</p> <ul style="list-style-type: none"> – As PROMOTER, she helps customers discover information about your product or service – without the pressure of a sales person. – As HOST, she greets guests, guides them around your business, answers questions, and provides useful information. <p>In either role, Pepper constantly collects valuable customer information while creating a fun, friendly, and attention-grabbing experience that always leaves a lasting impression.</p> <p>If you'd like to talk more about making Pepper a part of your future, you can schedule a time for us to chat here: https://calendly.com/[NAME]</p> <p>Thanks for getting in touch!</p> <p>--</p> <p>[NAME] Business Development SoftBank Robotics</p>