

# Tone of Voice Extraction — Lambe Oil & Westmeath Oil

lambe-oil · 28 June 2026

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## Tone of Voice Extraction v3 -- Lambe Oil and Westmeath Oil

**Status:** Revised. Westmeath Oil document rebuilt from 10 real Facebook posts supplied by Thomas. Lambe Oil document reinforced with cross-brand patterns.

### What changed in this revision

Thomas supplied ~10 real Westmeath Oil Facebook posts from June 2026. The v2 Westmeath Oil doc was built from inferred tone (Lambe Oil posts + knowledge file). v3 fixes that:

- **Westmeath Oil examples replaced entirely.** All "Example sentences pulled from real posts" now come from actual Westmeath Oil Facebook posts, not Lambe Oil posts rephrased.
- **Westmeath Oil is not just HVO.** v2 over-indexed on HVO as the differentiator. Real posts show Westmeath Oil does delivery area updates, running-low reminders, agri diesel/silage posts, weather-driven posts, and truck/driver posts -- same content types as Lambe Oil, with HVO as an additional topic.
- **New Westmeath Oil phrases added.** "We are out and about delivering this morning," "just a quick note to let you know," "we'll get you topped up," "keep your tanks topped up," "don't be left short and in the cold," "we'll do our very best to get to you."
- **Contact block corrected.** Westmeath Oil lists two depot numbers (Athlone + Mullingar), not one. This is now explicit in the Post Structure section.
- **New emojis documented.** 🍷 wheat/grain for agri/silage posts, 😬 cold face for weather-driven posts, and both 🚛/🚚 truck variants noted as interchangeable.
- **Six recurring post formats** (up from four): delivery area update, running-low reminder, agri/seasonal prompt, weather-driven, truck/driver post, HVO explainer.
- **"How Westmeath Oil Differs" section rewritten.** Now accurately reflects that both brands share the same voice and content types, with differences limited to geography, contact block format, HVO prominence, and specific emoji use (🍷 is Lambe Oil only).

### Sources used

- **Lambe Oil:** 9 real Facebook posts written by Thomas (June 2026, supplied in v2 feedback). Client knowledge file.
- **Westmeath Oil:** 10 real Facebook posts written by Thomas (June 2026, supplied in v3 feedback). Client knowledge file.

### Files written

- `outputs/brand-voice/lambe-oil-tov.md` (1,226 words, markdown source for agent auto-load)

- `outputs/brand-voice/lambe-oil-tov-v3.docx` (A4, clean typography, for Thomas)
- `outputs/brand-voice/westmeath-oil-tov.md` (1,566 words, markdown source for agent auto-load)
- `outputs/brand-voice/westmeath-oil-tov-v3.docx` (A4, clean typography, for Thomas)

### Top 3 voice differences between the two brands

- **Contact block format:** Lambe Oil has one number (057 932 1000). Westmeath Oil lists two depot numbers (Athlone: 090 640 0140, Mullingar: 044 931 0201).
- **HVO prominence:** Westmeath Oil runs HVO explainer posts as a recurring format with bullet-point benefits and 🌱 emoji. Lambe Oil covers HVO but less frequently and in a softer, conversational style ("Did you know we supply HVO...").
- **Specific emoji differences:** Lambe Oil uses 👁️ eyes for update posts. Westmeath Oil uses 🌾 wheat for agri/silage posts and ❄️ for cold-weather posts. Both use 🌱/🌱, 🌱, 🌱, 🌱, 🌱.

### Caveats

- The v2 caveat ("Westmeath Oil tone inferred from Lambe Oil") is now resolved. Both docs are backed by real posts from the respective brand.
- Thomas asked to update the client knowledge files after approval. That update is still pending his sign-off on these ToV docs.