BRAND VOICE AGENCY / SECTOR REPORT NO. 1

“THE INTERCHANGEABLES”

Brand voice similarities in the accountancy sector

November 2026

Brand voice agency

START HERE

A category that sounds too much alike.

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01

OVERVIEW

15 firms. One category.
Not much difference.

How most accountancy websites appear to potential customers



We looked at fifteen accountancy firms' homepages and 'about' pages.

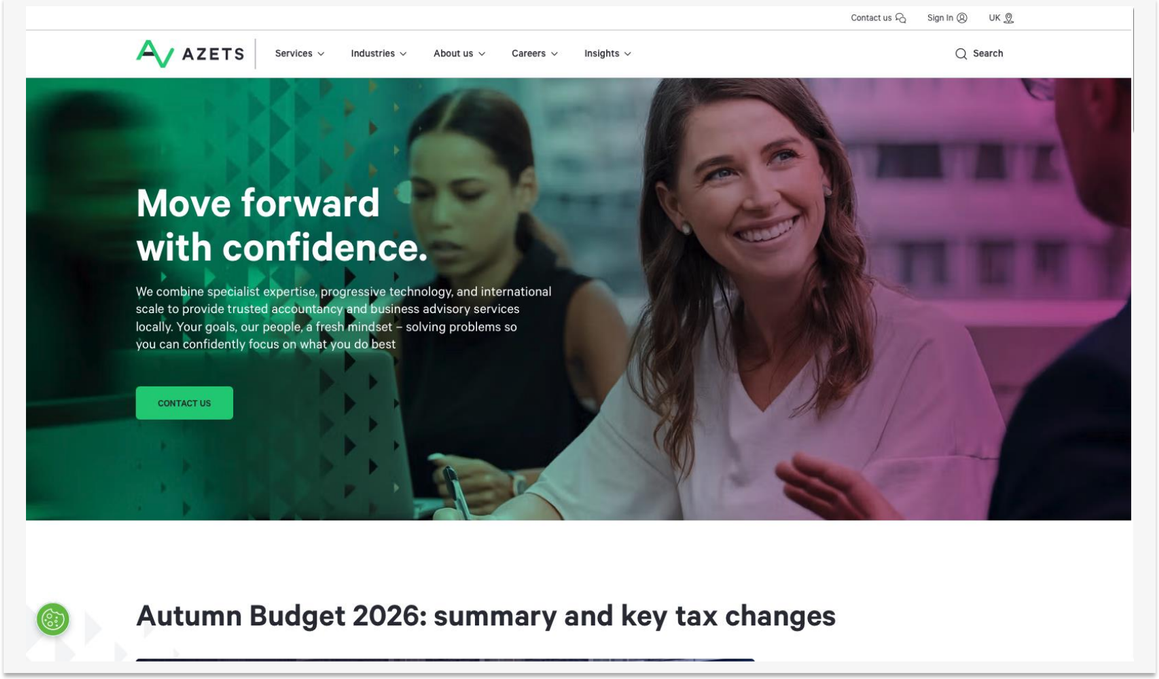
Our focus

The lines that introduce the company, summing up its attitude, approach and main point of difference.

02 WEBSITES VIEWED

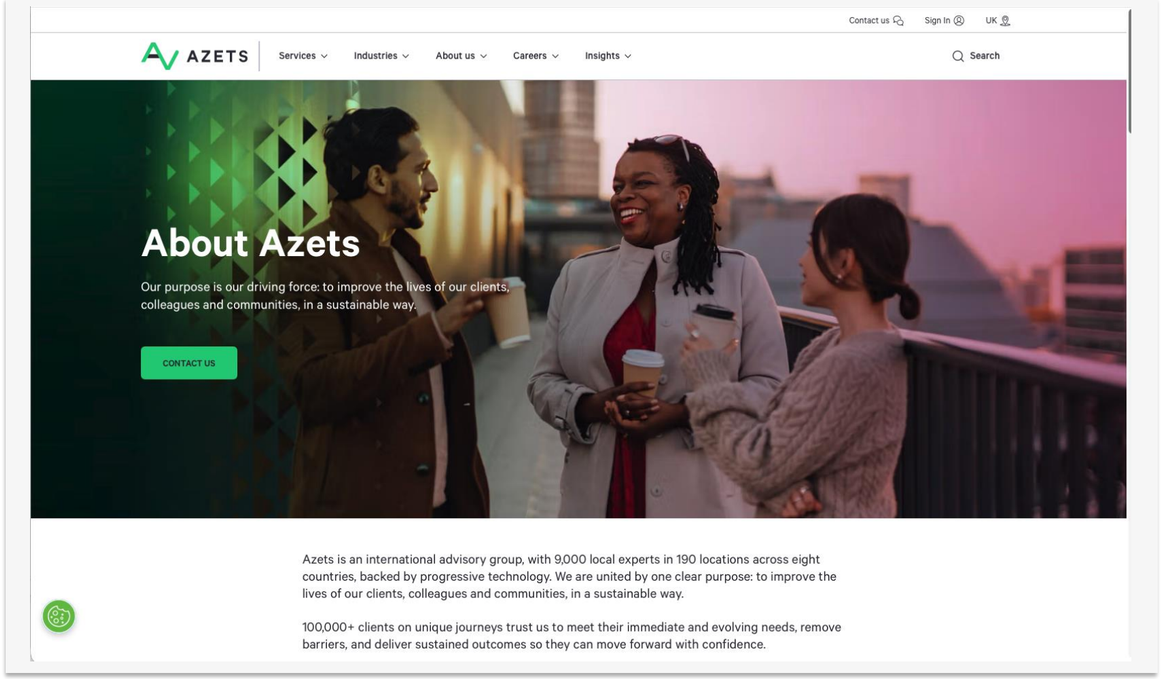
Azets	PKF Francis Clark	Mercer & Hole
Kreston Reeves	Duncan & Toplis	Lovewell Blake
Shaw Gibbs	Gravita	Saffery
Grant Thornton	Albert Goodman	Xeinadin
Crowe UK	HaysMac	MHA

Azets



HOMEPAGE

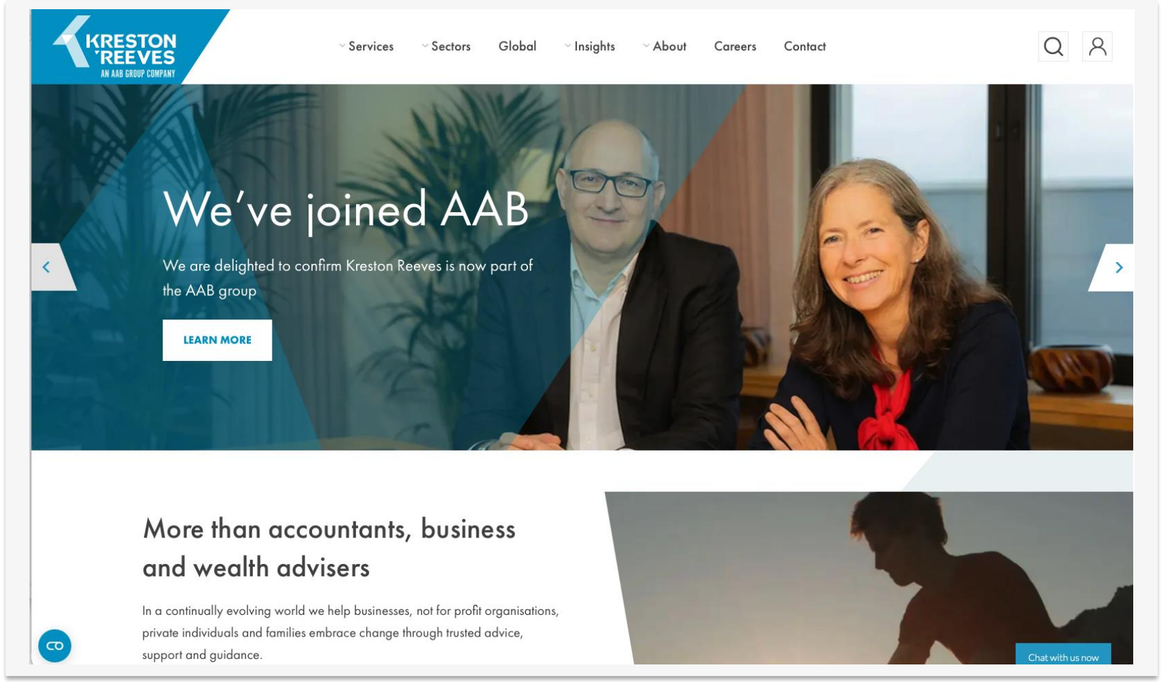
"Move forward with confidence"



ABOUT / SUPPORTING COPY

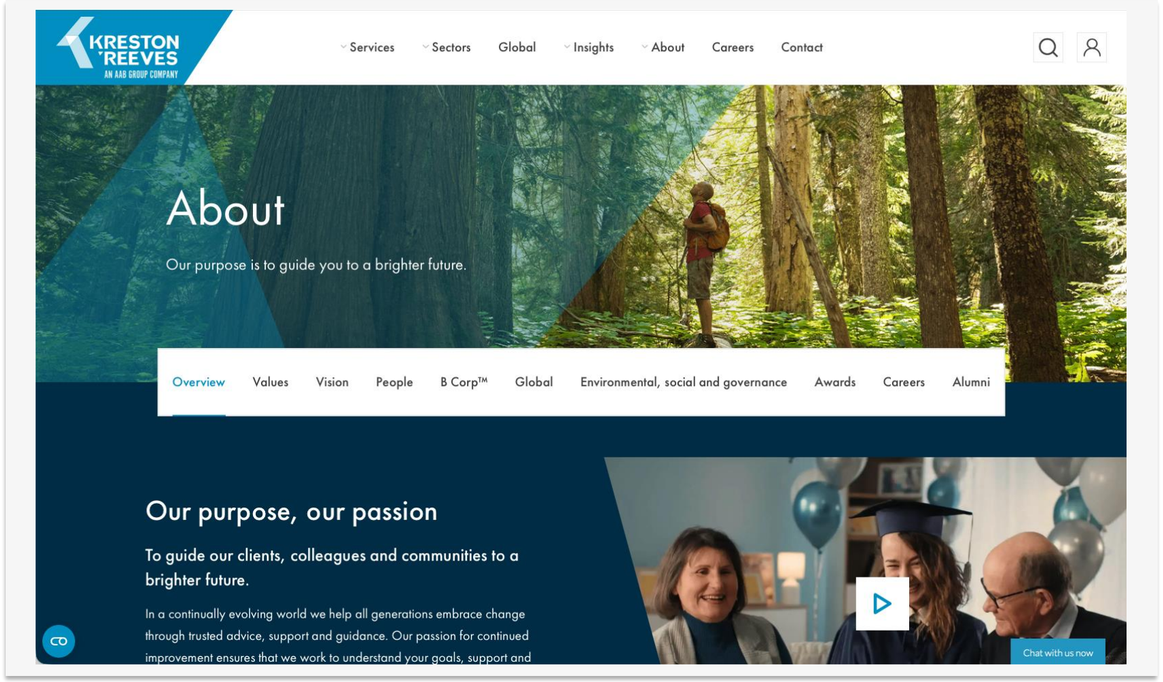
"Our purpose is our driving force to improve the lives of our clients, colleagues and communities in a sustainable way."

Kreston Reeves



HOMEPAGE

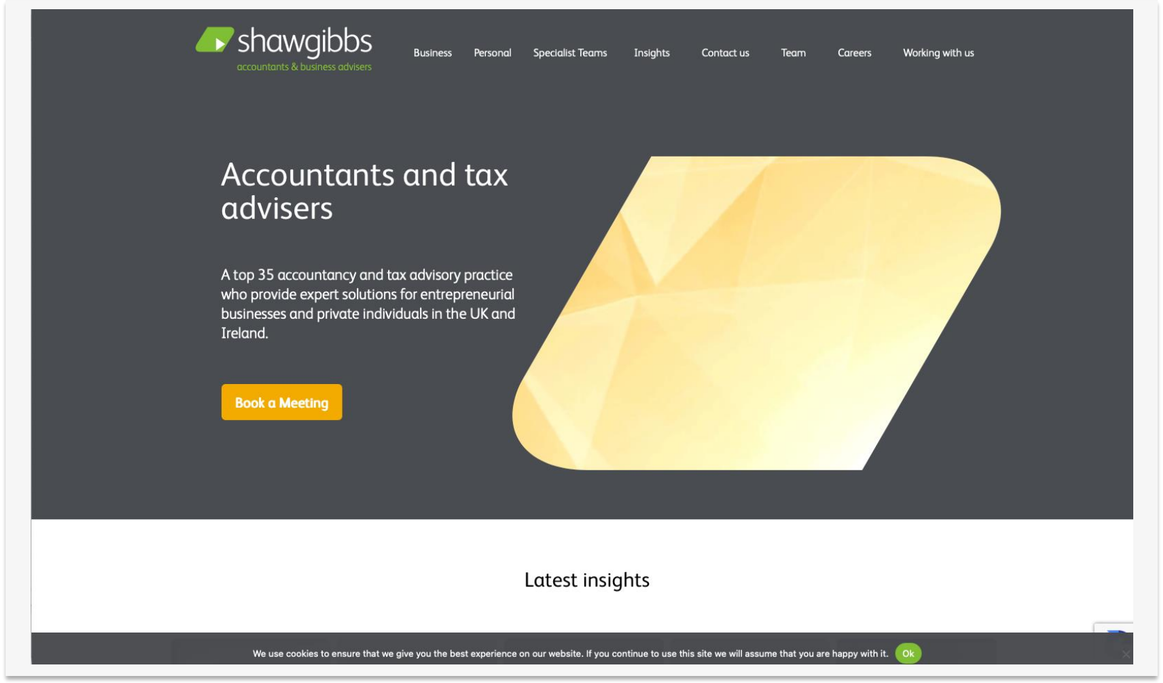
"We've joined AAB."



ABOUT / SUPPORTING COPY

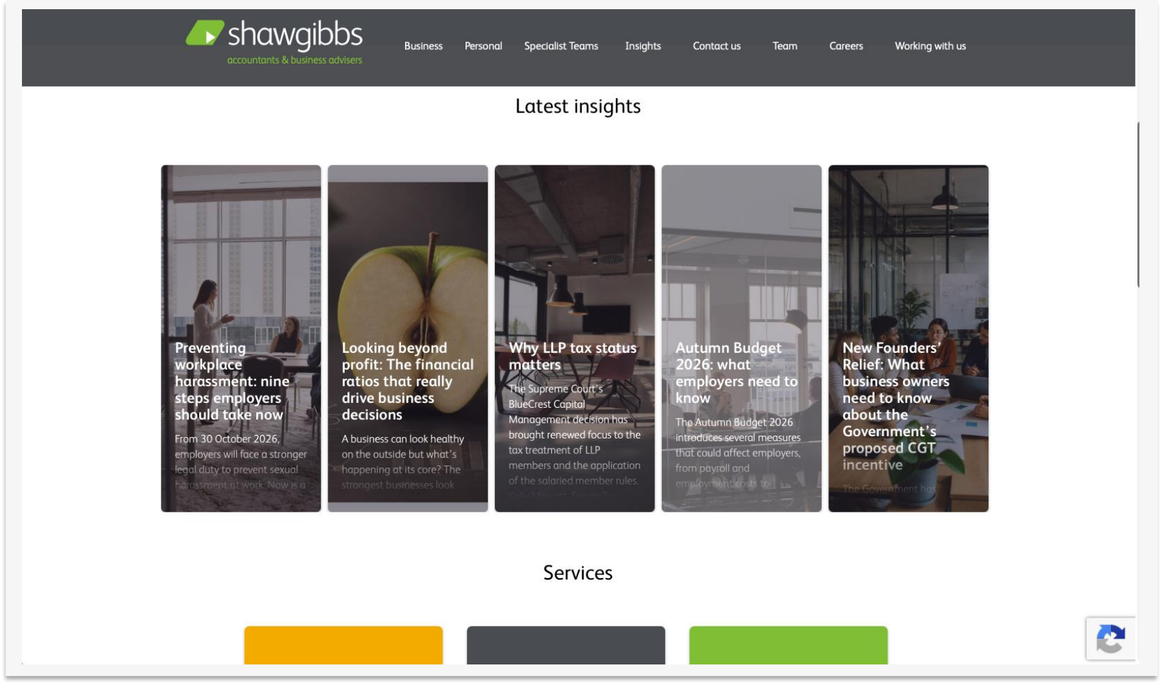
"Our purpose, our passion. To guide our clients, colleagues and communities to a brighter future."

Shaw Gibbs



HOMEPAGE

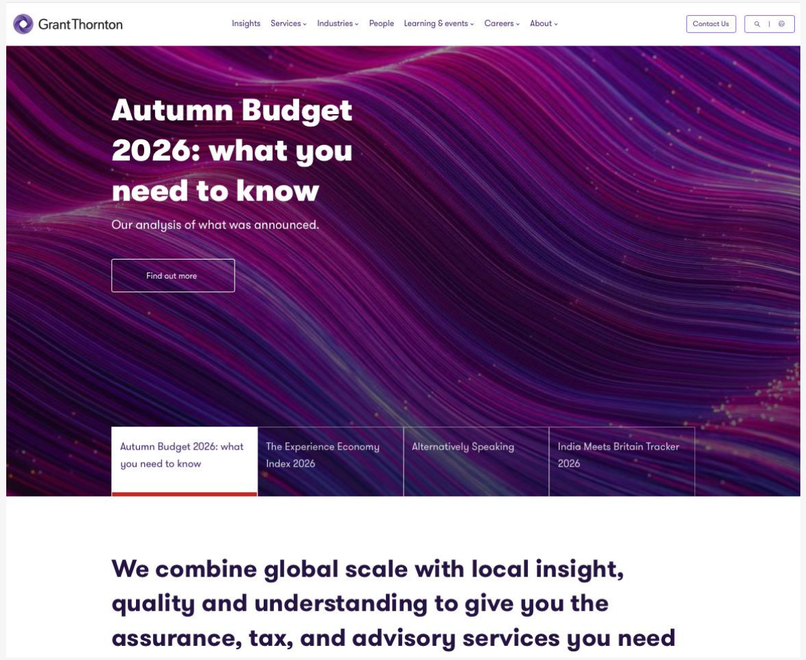
"Accountants and tax advisers.
A top 35 accountancy and tax advisory practice who provide expert solutions for entrepreneurial businesses and private individuals in the UK and Ireland."



ABOUT / SUPPORTING COPY

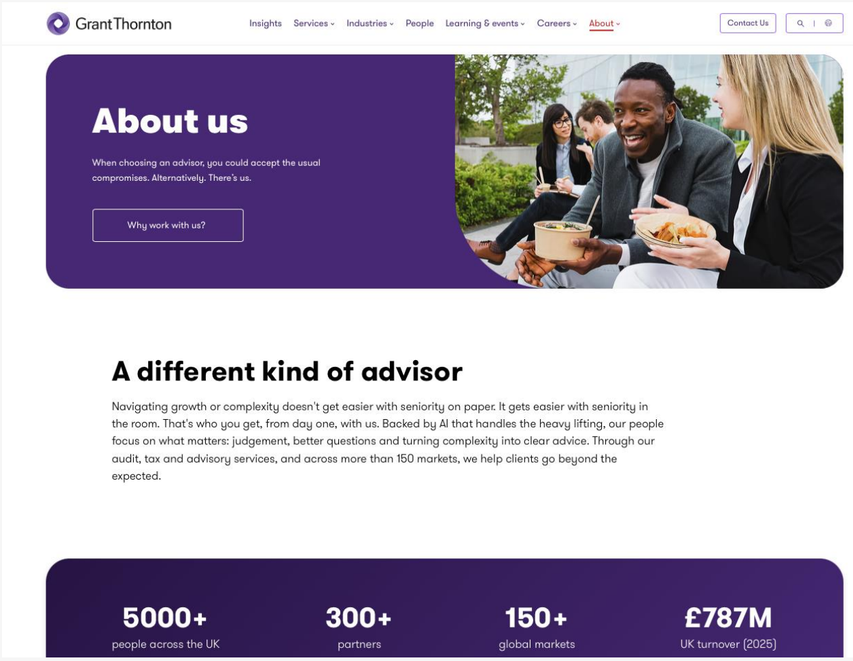
"No matter what your business needs, we have the expertise to provide the right financial framework for you and your business to deliver the best results possible."

Grant Thornton



HOMEPAGE

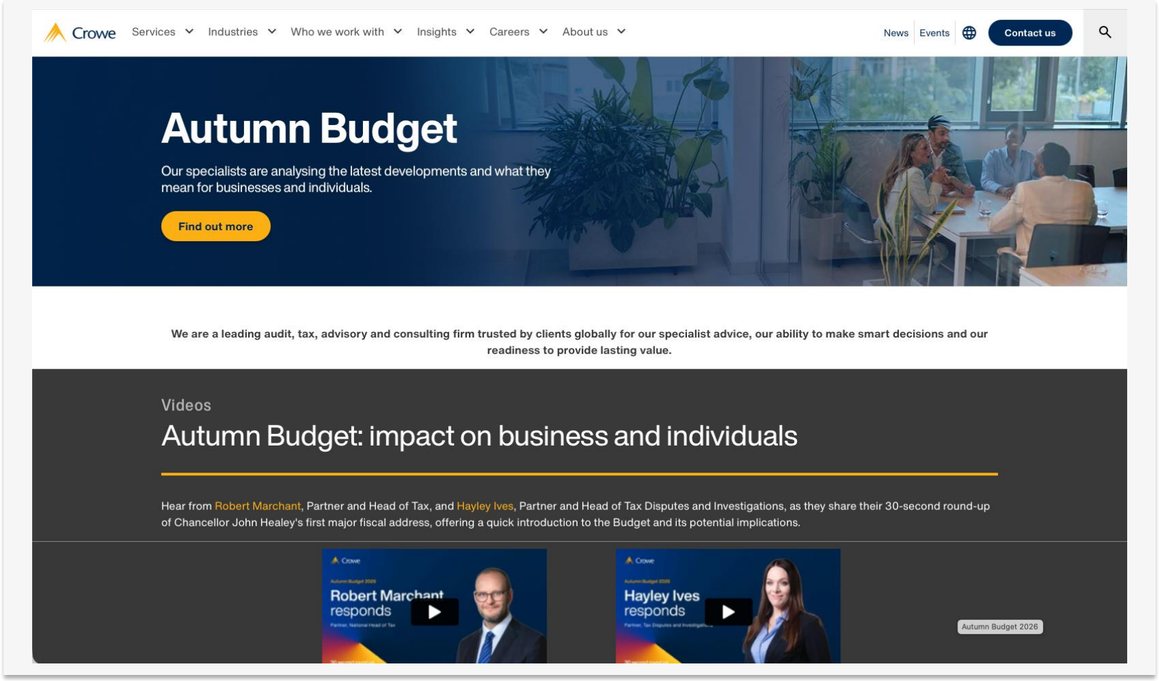
"Autumn Budget 2026: what you need to know."



ABOUT / SUPPORTING COPY

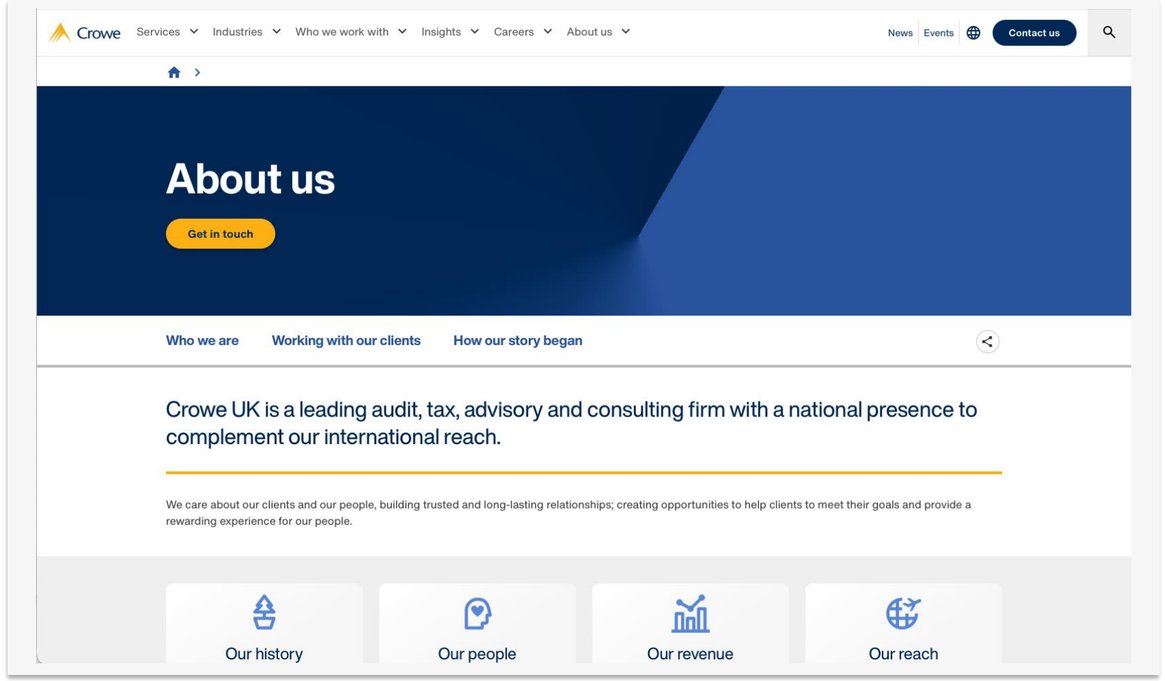
"When choosing an advisor, you could accept the usual compromises. Alternatively. There's us."

Crowe UK



HOMEPAGE

"Autumn Budget"



ABOUT / SUPPORTING COPY

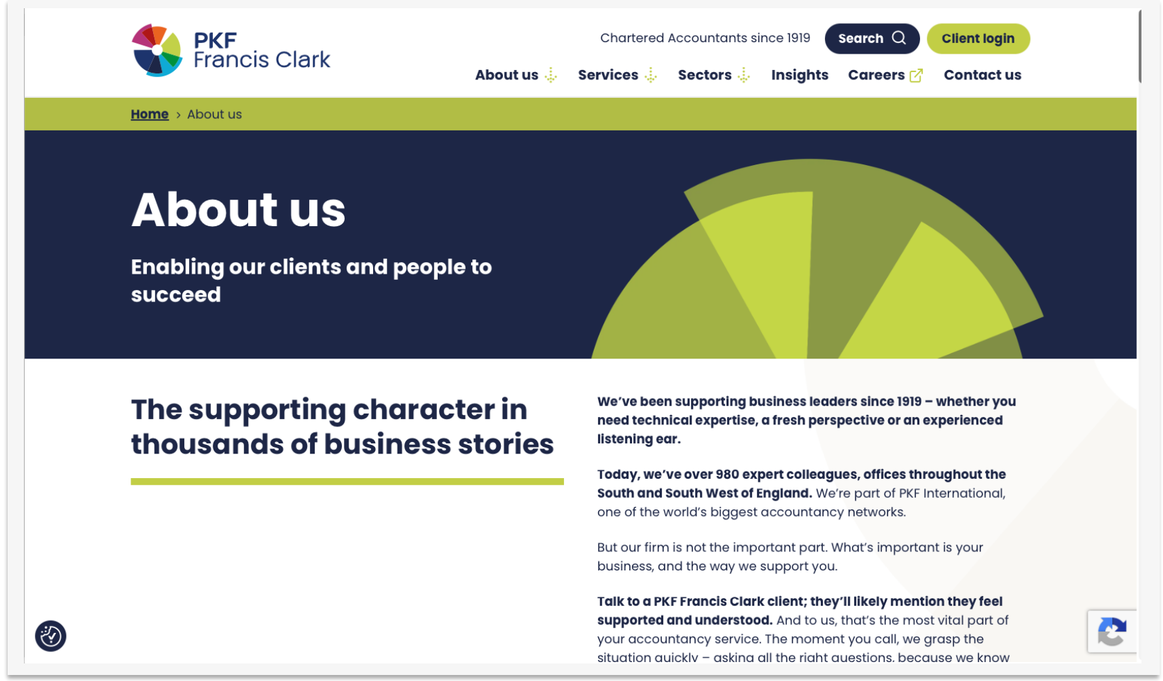
"Crowe UK is a leading audit, tax, advisory and consulting firm with a national presence to complement our international reach."

PKF Francis Clark



HOMEPAGE

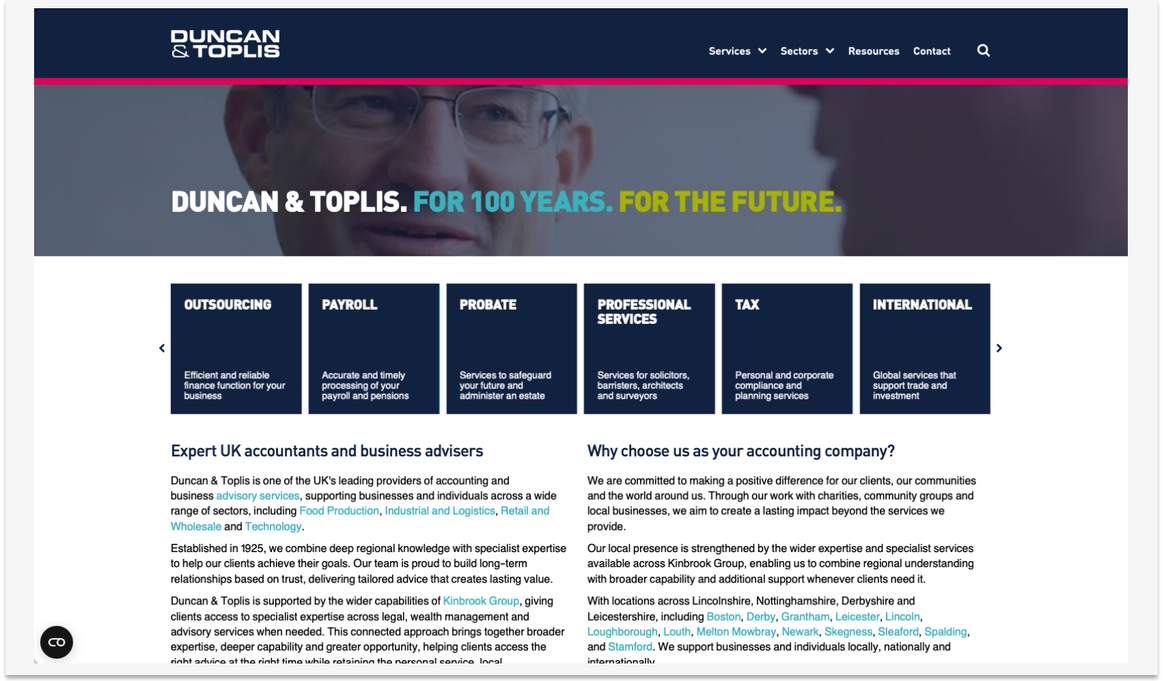
"Budget 2026. The Autumn Budget - everything you need, all in one place."



ABOUT / SUPPORTING COPY

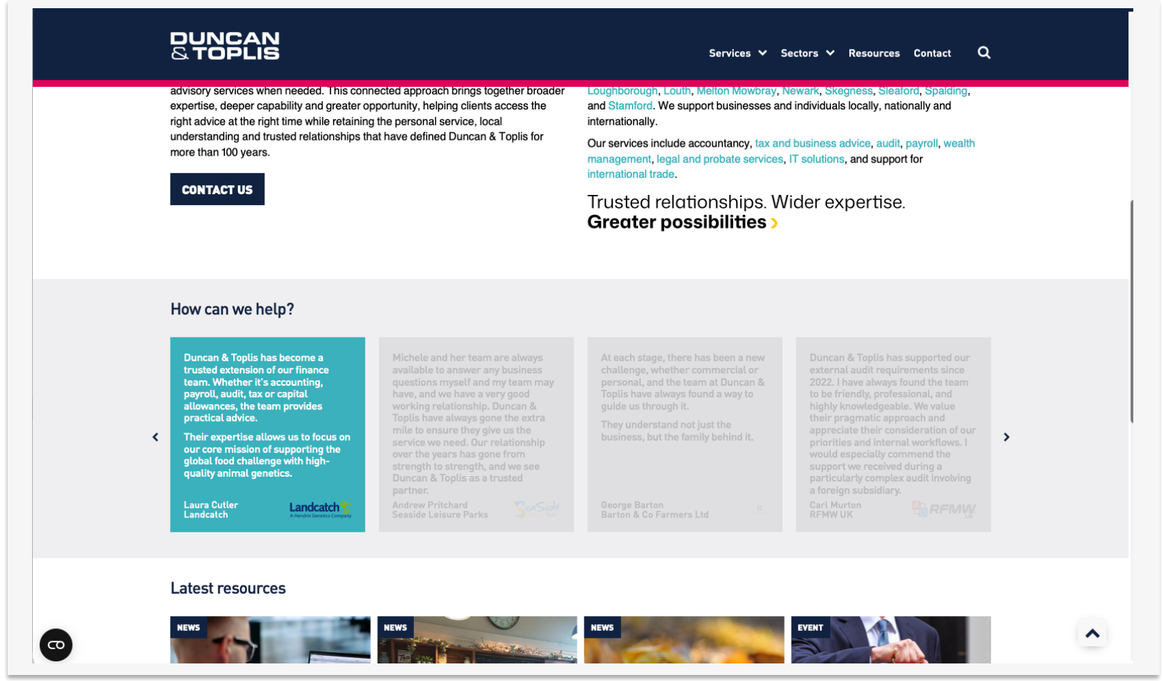
"Enabling our clients and people to succeed. The supporting character in thousands of business stories."

Duncan & Toplis



HOMEPAGE

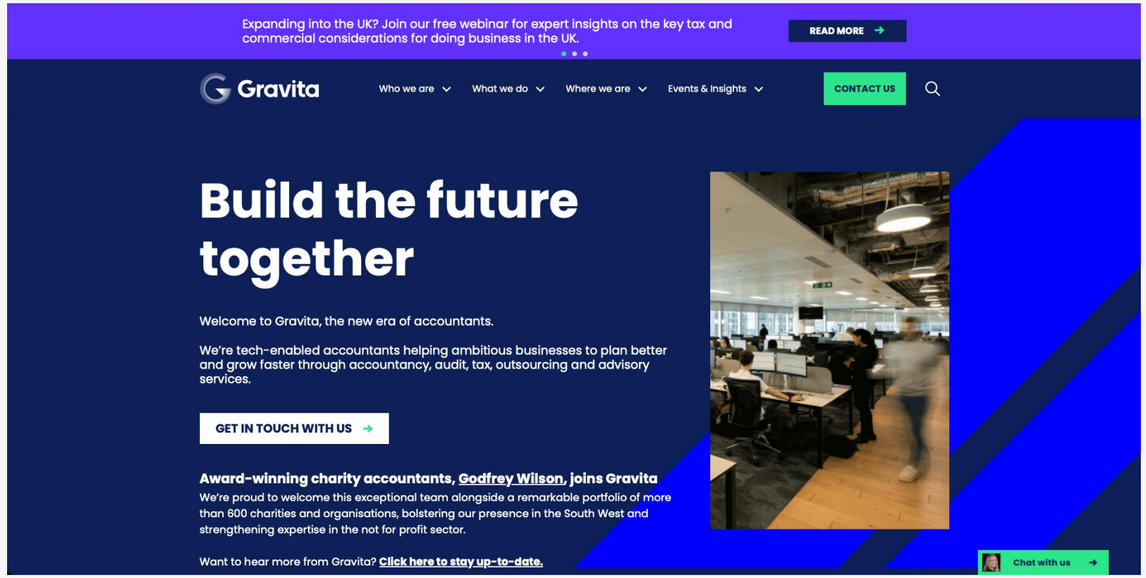
"Duncan & Toplis. For 100 years. For the future."



ABOUT / SUPPORTING COPY

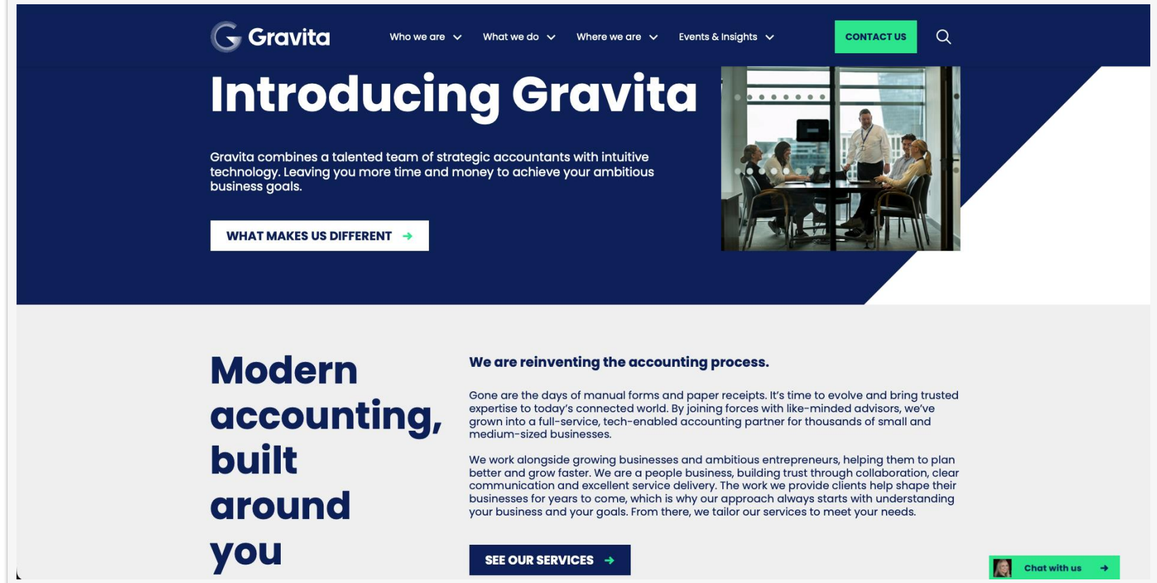
"Trusted relationships. Wider expertise. Greater possibilities."

Gravita



HOMEPAGE

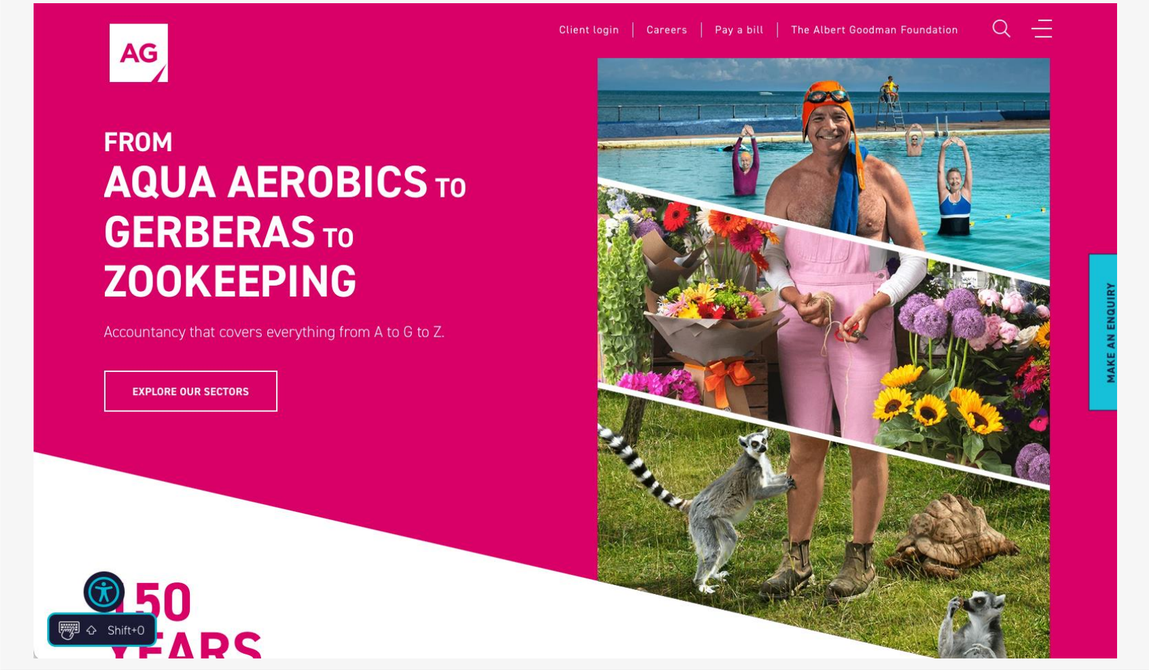
"Build the future together."



ABOUT / SUPPORTING COPY

Introducing Gravita.
Modern accounting built around you

Albert Goodman



HOMEPAGE

"Aqua aerobics to gerberas to zookeeping. Accountancy that covers everything from A to Z"



ABOUT / SUPPORTING COPY

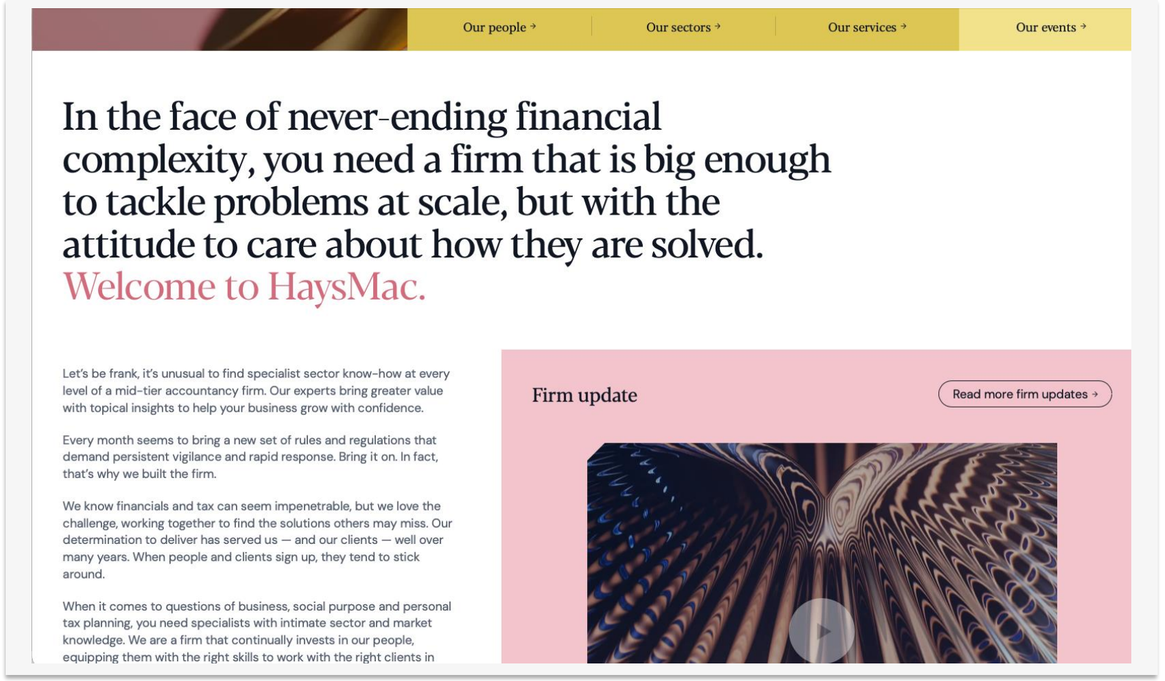
"150 years of heritage in the South West."

HaysMac



HOMEPAGE

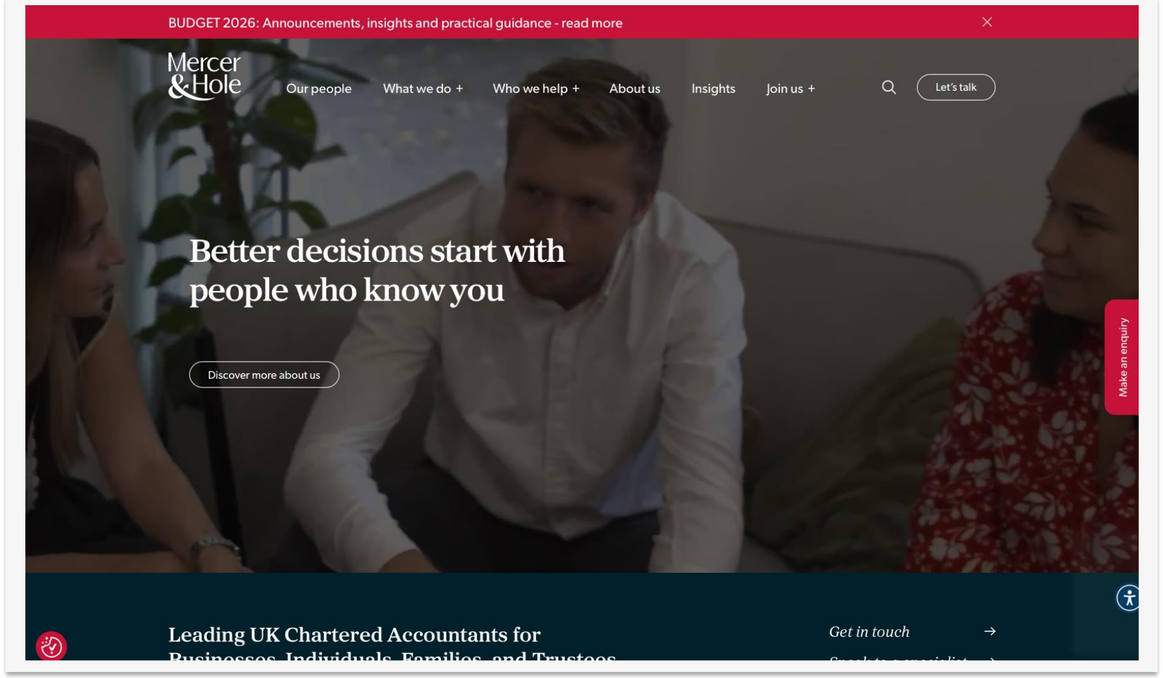
"For business. For people. For good."



ABOUT / SUPPORTING COPY

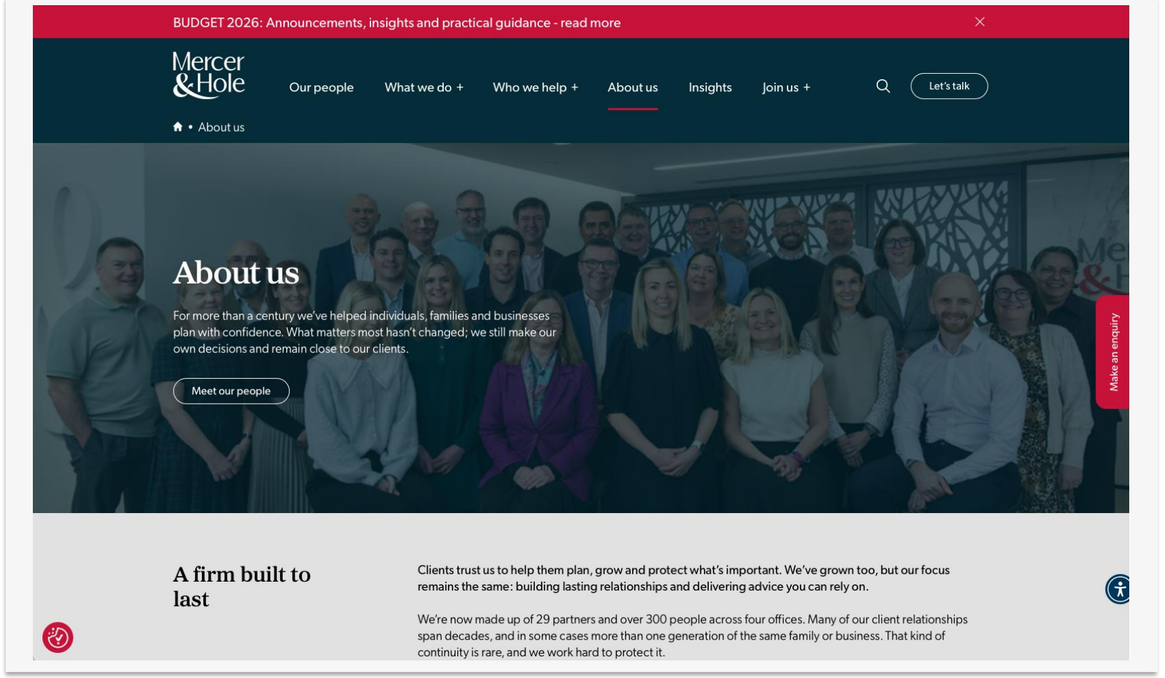
"In the face of never-ending financial complexity, you need a firm that is big enough to tackle problems at scale, but with the attitude to care about how they are solved."

Mercer & Hole



HOMEPAGE

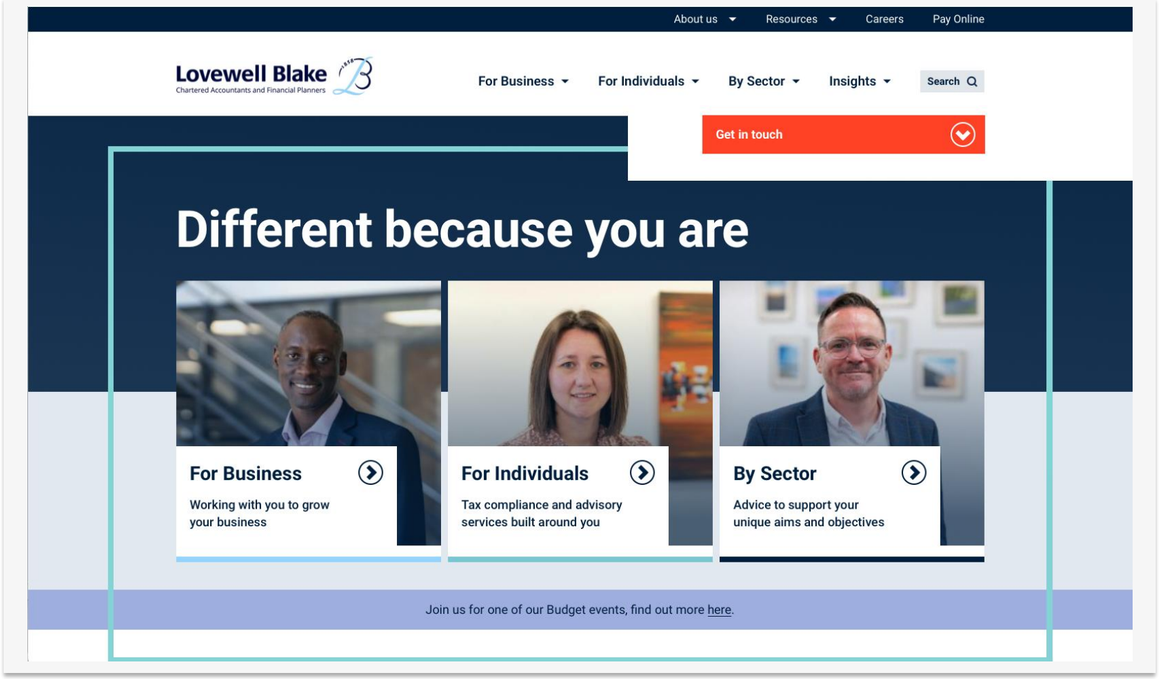
"Better decisions start with people who know you."



ABOUT / SUPPORTING COPY

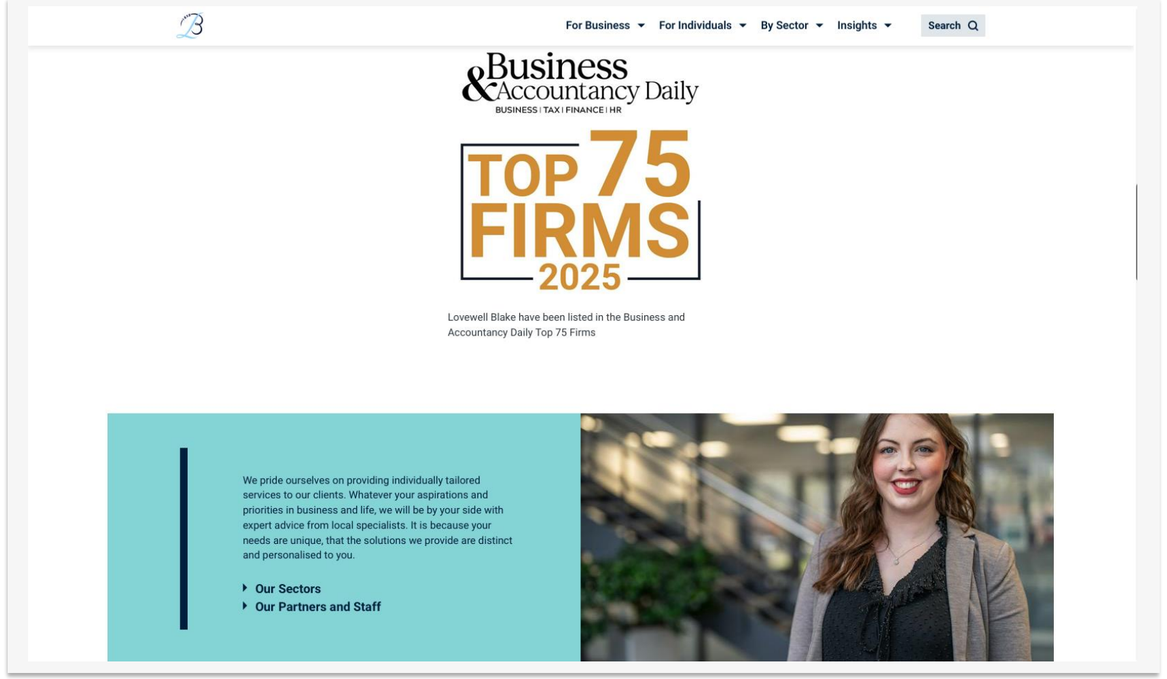
"A firm built to last"

Lovewell Blake



HOMEPAGE

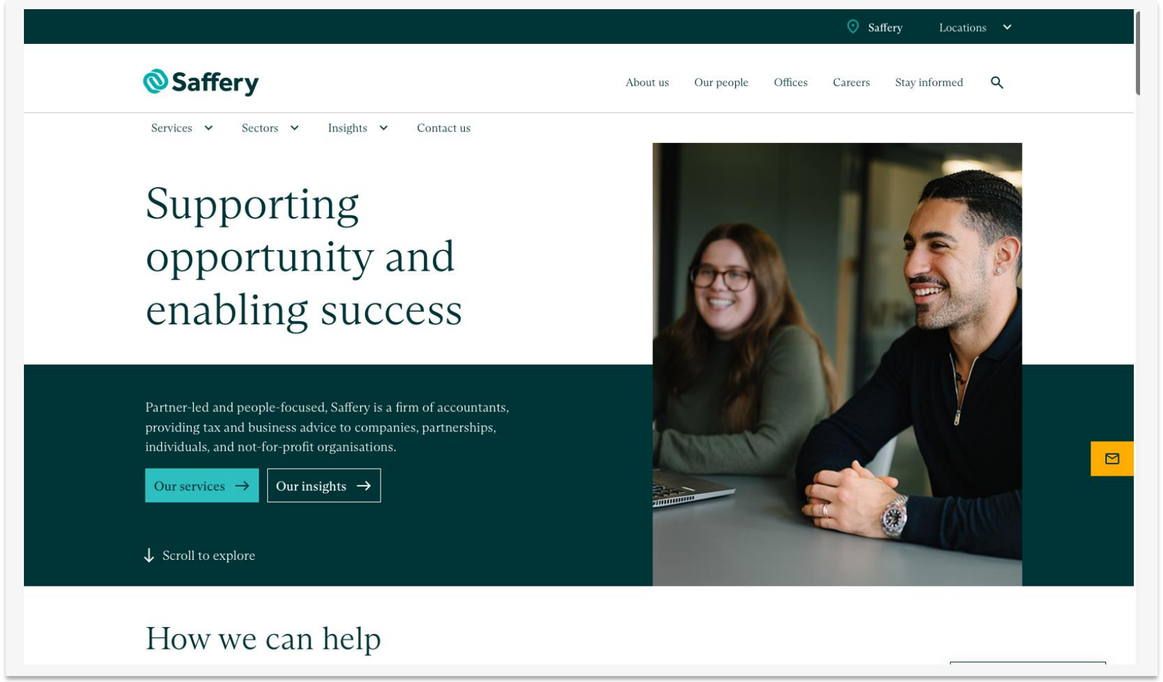
"Different because you are."



ABOUT / SUPPORTING COPY

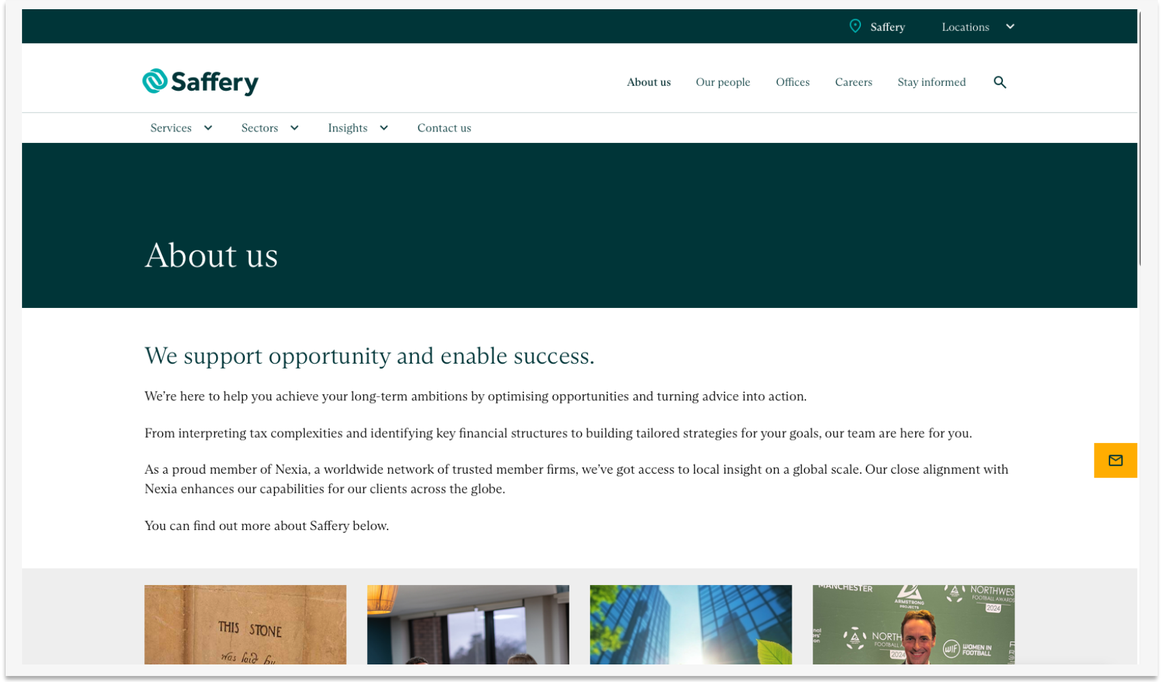
"Business & Accountancy Daily Top 75 firms 2025."

Saffery



HOMEPAGE

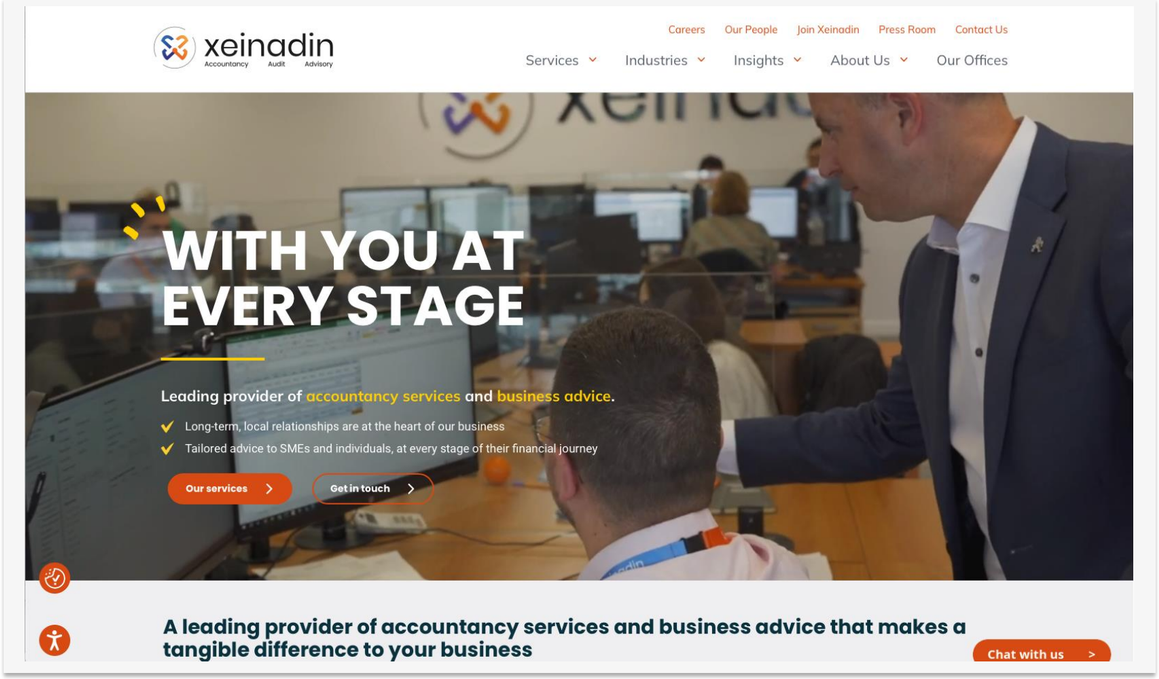
"Supporting and enabling success."



ABOUT / SUPPORTING COPY

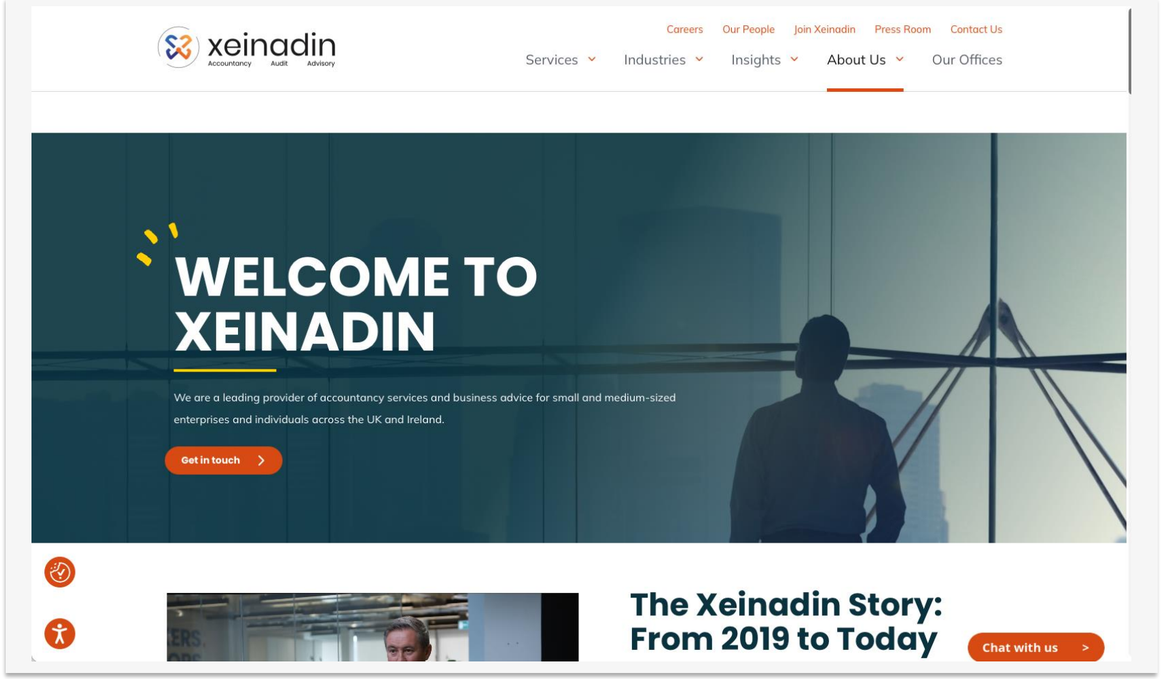
"We support opportunity and enable success."

Xeinadin



HOMEPAGE

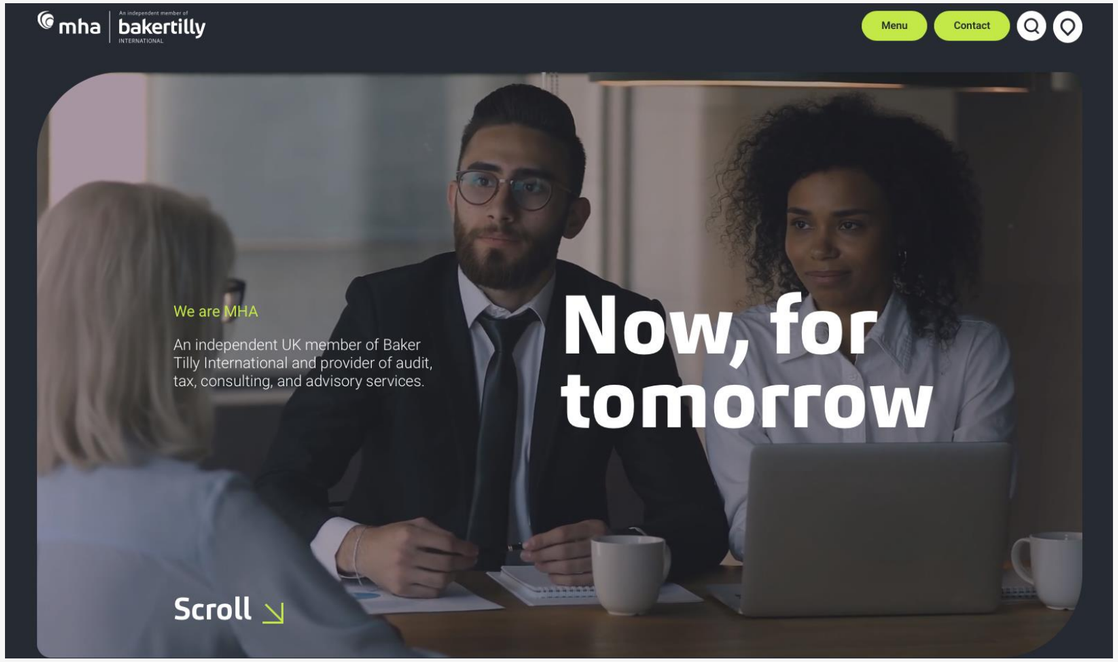
"With you at every stage."



ABOUT / SUPPORTING COPY

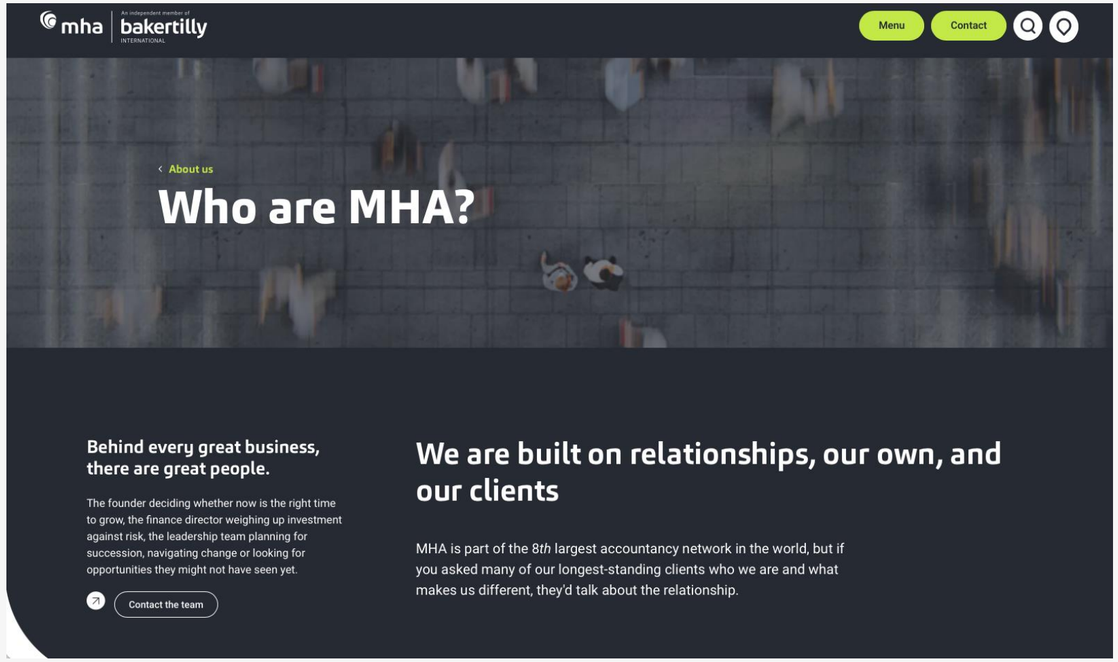
"We are a leading provider of accountancy services and business advice for small and medium-sized enterprises and individuals across the UK and Ireland."

MHA



HOMEPAGE

"Now, for tomorrow."



ABOUT / SUPPORTING COPY

"We are built on relationships, our own, and our clients."

03 FOUR COMMON THEMES

- **Brighter future**
- **Expertise**
- **Relationships**
- **Scale**

i) Brighter future

A generic promise that sounds less bright when it becomes a cliché.

AZETS

"Move forward with confidence"

mha

"Now, for tomorrow."

KRESTON REEVES	“Our purpose, our passion. To guide our clients, colleagues and communities to a brighter future.”
DUNCAN & TOPLIS	“Duncan & Toplis. For 100 years. For the future.”
Gravita	“Build the future together.”

ii) Expertise

This claim offers nothing more than table stakes.
It's the very least you'd expect from an established firm.



"Crowe UK is a leading audit, tax, advisory and consulting firm with a national presence to complement our international reach."



"Accountants and tax advisers.
A top 35 accountancy and tax advisory practice who provide expert solutions for entrepreneurial businesses and private individuals in the UK and Ireland."

iii) Relationships

This positioning suggests warmth, approachability and friendliness. But when so many others are saying it, it becomes a given.

PKF Francis Clark

"Enabling our clients and people to succeed. The supporting character in thousands of business stories."

Mercer & Hole

"Better decisions start with people who know you."

Saffery

"Supporting and enabling success"

Lovewell Blake
Chartered Accountants and Financial Planners

"Different because you are."

xeinadin
Accountancy Audit Advisory

"With you at every stage."

iv) Scale

Claiming scale is meaningless unless it's closely tied to a tangible benefit.

"Aqua aerobics to gerberas to zookeeping. Accountancy that covers everything from A to Z"

"5000+ people, 300+ partners, 150+ markets, £787M turnover."

"In the face of never-ending financial complexity, you need a firm that is big enough to tackle problems at scale, but with the attitude to care about how they are solved."

04

Observations

OUR SIX TESTS

01 Cover the logo

With the name hidden, could a rival's name sit under that line unchanged?

02 Out loud

Would an actual client say that sentence out loud?

03 Swap the sector

Swap the sector or service. Does the line still stand?

04 Proof

Is there something checkable within reach of the promise?

05 One promise

How many promises does the page make above the fold?

06 Brand voice

Is there a person, a tone or an opinion in the language?

Hiding in the herd

A key question we always ask about a marketing challenge is whether the goal is market growth, or market share. Market growth is a good strategy for the market leader, e.g. Coca-Cola standing for ‘refreshment’ is a respectable positioning for the brand most likely to benefit.

But for most brands, the goal is market share – and that requires saying something different to the generic market claim.

Most accountancy firms have invested in design and present themselves to the world as professional – and even glossy. Sadly, the words populating their designs don’t seem to have been given the same amount of care or craft. Few firms are highlighting the things that make them different to everyone else. These differences are there – but buried rather than brought to the fore. It could be a specific product or service offering, a specialism, or even just an attitude or distinct personality.

Best of the bunch currently is Grant Thornton, whose ‘About’ page says, “When choosing an advisor, you could accept the usual compromises. Alternatively. There's us.” Unfortunately, after writing like a human they follow up with four numbers that look pretty much like everyone else’s, “5000+ people, 300+ partners, 150+ markets, £787M turnover”.

PKF Francis Clark calling itself a ‘supporting character’ begins to step away from generic language, as does HaysMac’s bold typography and punchy headline. Kreston Reeves announces that it’s joined AAB but doesn’t take the opportunity to connect that to a client benefit. Grant Thornton's homepage hero is the Autumn Budget. But so is Crowe’s and PKF’s. So they become another sector generic.

One website even has its own interchangeable language. Saffery’s homepage says, "Supporting and enabling success." while its About page repeats, "We support opportunity and enable success."

Overall, the story is of firms hiding in the herd, using interchangeable phrases and claims and describing the category rather than themselves.

There is a clear gap for a brand to stand out and offer clients a choice between ‘just another accountancy firm’ and something memorably distinctive.