

Passion Brands

HOW THEY CAN USE TACTICS

Brands with the Passion Advantage are expressive, colorful, warm, and engaging. These brands fascinate us through the experience of emotion, energizing people, encouraging them. Instead of selling simply on the basis of rational benefits, Passion focuses on building an attachment.

Passion Is	Passion Is Not
• Warm and engaging conversation • Colorful and expressive • Focused on emotion	• Stiff or cold • Passive or uninvolved • Numbers, tables, and text-based information

What happens when intensely expressive Passion needs to appeal to a more reserved or laid-back audience? It applies its arsenal of tactics.