

Prestige Brands

HOW THEY CAN USE TACTICS

If your brand's Fascination Advantage is Prestige, you carefully inspect new products before releasing them, provide ongoing customer service training, and add testimonials from your biggest clients to your website's home page. Prestige brands shine; in fact, they glow in the dark. People can't help but be drawn to Prestige for status symbols. If your company speaks the language of excellence, keep up the good work—then take it up a notch.

Prestige Is	Prestige Is Not
• Accustomed to raising the bar • Focused on specific outcomes • Dedicated to excellence	• Hesitating to form an opinion • Hiding from publicity or exposure • Content to accept situations as they are

As a Prestige brand, what do you do when you need to reach the less detailed Innovation personalities or the practical Trust customers? When stepping outside your normal circle, pull from your new arsenal of tactics to create the perfect message.