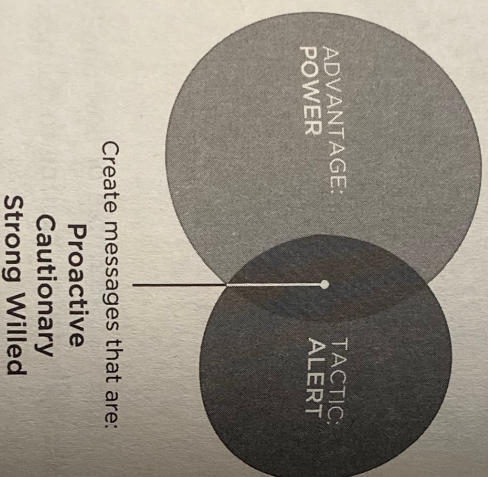


Want to ignite new interest in your brand? Have people stopped following your brand because you flood the airwaves? Develop a juicy mystery that people can solve with clues.

How Power Brands Could Use the Alert Tactic:

Be Proactive, Cautionary, and Strong Willed

- Ensure every employee has a copy of a detailed employee handbook, complete with procedures and other references.
- Keep a close eye on your clients' progress, making sure projects don't fall behind.
- Take a proactive approach to company progress by creating contingency plans.



No Brown M&Ms

Let's see how the legendary rock band Van Halen used Alert to test the waters. Like all big acts, Van Halen requested items for their backstage comfort, such as beer, wine, food, and M&Ms—but no brown ones. Why would Van Halen care whether they were munching on yellow, red, or brown candies? Van Halen's seemingly uppy performance criteria was a test of sorts. If the band found brown M&Ms backstage, they assumed that paying attention to details was not the promoted?

aspects of the show, such as lighting, staging, and security, might suffer as a result.

If Power can use tactics to rule the world, Prestige can soar above it. By setting new standards, any type of communication can earn respect and elevate perceived value.