

too hard. And from a budgetary standpoint, how to reach people in LA, without buying mass media? The answer: infuse a dose of vice.

Together, my partner Mark DiMassimo and I created "The Guide to Advanced Partying." At the seductively lit welcome desk, guests were greeted with a room key tucked inside a delicious little guidebook. This guide answered questions that "advanced partiers" might encounter during their stay. A few headlines:

All-nighters and the how-tos of annulment: There's a reason we don't have a wedding chapel here. If you and your new spouse aren't blood relatives or under the age of sixteen, annulment is tough to come by. But look on the bright side: you can show your grandkids the bar tab from your first date.

Does waking up with singles tucked in your undies make you slutty? Or entrepreneurial? While a shake of your groove thang on the bar can certainly offset your trip's expenses, we'd like to introduce a more lucrative source of income: our poker tables. You won't even have to make a career change for the night.

To help these twentysomethings recover from their Vegas weekend, guests received "rest prescriptions." The prescription said, "Please be advised that my patient must be confined to bed for the next forty-eight hours and will be unable to work."

By infusing a drop of vice, a brand can attract a difficult-to-reach clientele through word of mouth.*

* In the first edition of *Fascinate*, I described Innovation as "Vice." Ever been tempted to eat something you shouldn't, buy something you can't afford, or rebel against a strict rule? That's Vice. Vice comes from Innovation, but Innovation isn't always Vice. Brands use Vice to entice you to do things, but Innovation isn't always Vice. Brands use Vice which better reflects the myriad ways in which you can encourage people to change behavior and be different.

THE LANGUAGE OF CREATIVITY INNOVATION

AT A GLANCE

Change the game.

DEVELOP MESSAGES THAT ARE:

Forward-Thinking • Entrepreneurial • Bold
Surprising • Visionary

PILLARS OF INNOVATION BRANDS:

- › Invent surprising solutions.
- › Turn something old into something new.
- › Do the opposite.
- › Add a dose of vice.

*Does your brand fascinate with Innovation?
Get your Brand Profile at BrandFascination.com.*

Next, on to the Passion Advantage.

Does your brand speak the language of relationship? If so, you attract us, drawing us in, making us feel emotionally connected with your brand. (Hugs all around!)