

Combine a tactic with *Mystique*, and your message will become less veiled, and more accessible.

THE MYSTIQUE ADVANTAGE

CUSTOMIZE YOUR MESSAGE BY ADDING ONE OF THE FOLLOWING TACTICS

MYSTIQUE + INNOVATION
Bring an original viewpoint with messages that are:
NIMBLE ■ UNASSUMING ■ INDEPENDENT

MYSTIQUE + PASSION
Invite viewpoints from all with messages that are:
TACTFUL ■ SELF-SUFFICIENT ■ MINDFUL

MYSTIQUE + POWER
Keep a smart distance with messages that are:
REALISTIC ■ INTENTIONAL ■ TO THE POINT

MYSTIQUE + PRESTIGE
Earn respect with perceptive messages that are:
ELEGANT ■ ASTUTE ■ DISCREET

MYSTIQUE + TRUST
Stay calm, cool and collected with messages that are:
OBSERVANT ■ ASSURED ■ UNRUFFLED

MYSTIQUE + ALERT
Deliver careful execution with messages that are:
ON-TARGET ■ REASONED ■ PRAGMATIC

Mystique Advantage Pillars

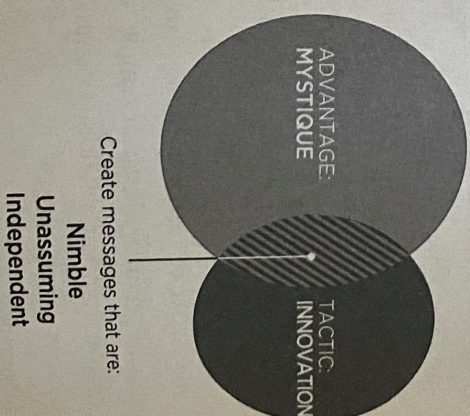
Expanding into new marketing territory does not mean leaving home for good. Your brand pillars never leave your side. Use them consistently, adding tactics as necessary. Your pillars are as follows:

- Protect information.
- Spark curiosity.
- Ask questions before giving answers.
- Build mythology.

When *Mystique* applies different tactics to its marketing pieces, this understated Advantage can feel warmer, more powerful, and even revealing. We'll soon find out how, when we apply the six options, from Innovation to Trust.

How Mystique Brands Could Use the Innovation Tactic:

- Be Nimble, Unassuming, and Independent
- Brainstorm solo or in small groups to avoid too many voices and opinions.
- Create a curiosity-provoking campaign with clues that gradually lead to answers.
- Keep new developments top secret.



Mystique is subtle and can risk being ignored. Stand out with intelligent tweaks to the norm. If your restaurant has an inconvenient location, you could offer 10% off for delivery service. If your retail location doesn't have ample parking, you could create your