

the expectations they set and the results they deliver. In return, the reward for earning trust is a big one: loyalty.

Loyalty acts as a rudder for decision making, because in certain circumstances, we want to know exactly what to expect. Surprises aren't fun when it comes to an auto manufacturer's warranty, the direct deposit of a paycheck, or the skill of our cardiac surgeon. In these types of relationships, we seek reliable options. Safety is paramount and excitement is bad, so we're drawn to stability. Year after year, we might return to the same accountant not for her keen fashion sense or witty banter, but because we won't have to worry whether our 1040 form will pass muster.

### Reinventing Cues from the Past

Yesterday's tired facts can be reinvented anew. And just about anything from your past is fair game. Colt 45, the malt liquor favored by the urban poor, turned a flinch-worthy truth into a street-smart marketing tool. Instead of hiding from the fact that its oversized bottles are usually carried in small brown paper bags, the company created cool hand-drawn ads printed directly on small brown paper bags. The campaign used its heritage to do the seemingly impossible: reposition Colt 45 to hipster drinkers.

Companies occasionally rebuild trust by going back to their own history and resurrecting old marketing devices. Maxwell House returned to "Good to the last drop," Starkist tuna reintroduced Charlie the Tuna, and Burger King invited us to once again have it our way.

Companies lacking in perennial Trust cues often simply borrow someone else's. Senekot laxatives borrowed James Brown's "I Got You (I Feel Good)," and Viagra regaled us with "Viagra Viagra." Sea-Bond denture adhesive brought back "Bye Bye Love."

If a song isn't quite exactly right in its original form, hey, why

not take poetic license (as long as you pay to license the song)? For instance, Luvs diapers paraphrase the Beatles: "All You Need

Is Luvs." And Kraft Cheese Crumbles brought us their version of "Unbelievable," named "Crumbeivable."\*

Are dead celebrities off-limits for conjuring Trust cues? Hmm. Maybe not. Using old footage, a 1997 Dirt Devil commercial featured Fred Astaire dancing with a vacuum cleaner, resulting in a public outcry. And although Orville Redenbacher died in 1995, through the wonders of computer graphics, a 2007 commercial featured him holding an iPod while touting his microwave popcorn.

### Use Familiar Cues

Remember the exposure effect? We're drawn to people and situations that feel familiar. They fit a pattern we already know. This logic explains why "Crumbeivable" probably tested so well in focus groups. And it explains why we're more likely to extend trust to something that's similar to what we know.

By linking a new message to one that's already firmly trusted, we can shorten the time frame needed to develop trust. Real estate professionals often use the scent of baking bread or cookies when showing a home to buyers, because these nostalgic scents cue unconscious memories for many people. The scents bring familiar cues to an unfamiliar environment, making it seem more immediately homelike.

### Beer Sommeliers Wanted

Anheuser-Busch takes predictability seriously. Their quality control might be renamed "predictability control." Members of an elite panel ensure the consistency of the beer's flavor from brewery to brewery, day to day. To guarantee uniformity, samples from each of the fifteen breweries are flown to the company's St. Louis

\* Reportedly, a hemorrhoid cream was about to use Johnny Cash's "Ring of Fire" for a TV commercial, until Cash's family exerted their good taste.