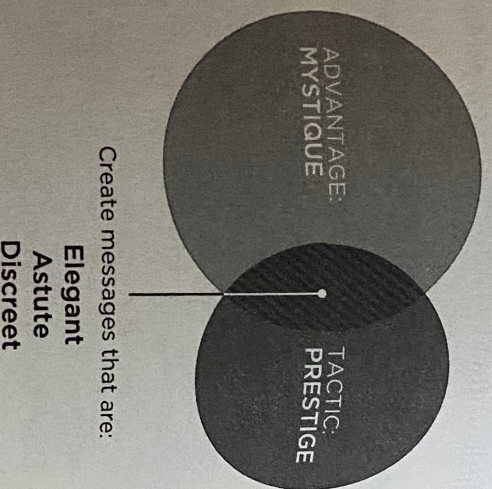


(Interestingly, Birchbox's marketing says you can "buy with confidence"; however, you won't necessarily know exactly what you're buying with confidence until it arrives.)

How Mystique Brands Could Use the Prestige Tactic:

Be Elegant, Astute, and Discreet

- Analyze the structure behind your competitors' strategies (so you can outdo them).
- Quietly and steadily improve your behind-the-scenes process.
- Create messages that demonstrate superiority without showing off.



Walled Gardens

If you've used Facebook, a Kindle, or Apple iOS, you've been inside a "walled garden."

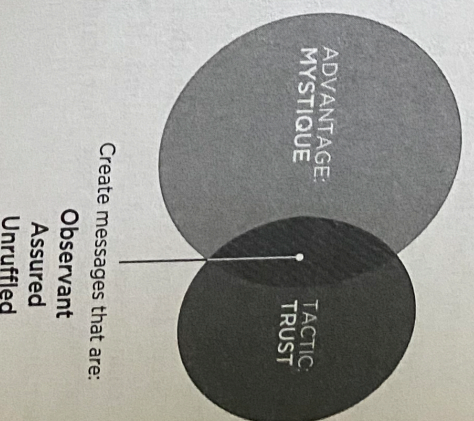
Almost anyone can use Facebook (and most of us do). Yet even with its freedom, there are boundaries and barriers. In a "walled garden," the provider controls the content, media, and applications that the user can access. If you do get access, such as an invitation to join a private group, that's an ego boost.

Just as dance clubs use the velvet rope, brands can use *Mystique* to maintain distance while selectively creating circles of insiders. The combination of *Mystique* + *Prestige* builds competition and desire to get into the walled garden.

How Mystique Brands Could Use the Trust Tactic:

Be Observant, Assured, and Unruffled

- Build long-lasting, sustainable messages, rather than trendy mentions on social media.
- Remind customers of how you've served them in the past.
- Remember that slow and steady wins the race when building relationships.



Merchandise 7X

The soda's secret ingredient, the cryptically dubbed "Merchandise 7X," has remained a secret since the beverage's invention in 1886. The company has kept its prized list of ingredients in a vault inside the Trust Company's bank since 1925.

This much is known. From there, it's difficult to tell fact from fiction, because Coca-Cola itself builds suspense and drama around its drink by feeding mythology to reporters and consumers.

One urban myth states that only two Coca-Cola executives know Coke's formula; however, they each know only half. The truth, apparently, is a bit different but no less mythologically lavish. Coca-Cola shrewdly builds mythology into its conversation and cultivates it in the media, boosting our perception of the drink's value and cachet. Executives who know the recipe