

headquarters, and are served to the tasters in identical glasses that have been cleaned precisely with filtered water. The panel samples every ingredient, including air, which they bubble through water and sip. Because of this, consumers can trust that every beer, from every brewery, will taste the same.

When you build your brand around the language of stability, customers stop being customers, and start becoming friends. Even family.

Become Familiar

The word “familiar” comes from the Latin *familia*, meaning “family.” Family is more than just an emotional bond, and so is familiarity. Neurochemically, there’s a lot going on with familiarity. Our minds look for patterns. When we recognize them, we not only rely on them, but we also develop preferences based on pattern repetition. Our brains use these patterns to map everything we see, hear, and experience in order to establish an expectation for the future.

Consider your own family’s traditions. They usually are not focused on the “best” foods or the “biggest” gestures, but rather on a sense of continuity that draws on your home, your shared history, your favorite activities, and time spent around your kitchen table.

Our next chapter, *Mystique*, will make you curious. We’ll explore unanswered questions, the secrets of poker, and the world’s greatest unsolved mysteries. Cultures throughout history have always been captivated by the thrilling power of unanswered questions. Pandora had her box, Lot’s wife’s curiosity turned her into a pillar of salt, one bite of an apple got Adam and Eve booted out of paradise. And let’s not forget the cat, whose curiosity proved her undoing.

And in the spirit of listening rather than speaking, I’ll say no more.

THE LANGUAGE OF STABILITY

TRUST

AT A GLANCE

Build loyalty with consistency.

DEVELOP MESSAGES THAT ARE:

Stable • Dependable • Familiar
• Comforting • Predictable

PILLARS OF TRUST BRANDS:

- Repeat and retell.
- Be authentic.
- Accelerate trust.
- Use familiar cues.

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