

cannot travel in the same airplane, because in case of a crash, the recipe would be lost forever.*

More mythological bang for your buck: When Cola-Cola employees were busted for trying to sell the company's secret formula to Pepsi for \$1.5 million, Coke's CEO said that the breach "underscores the responsibility we each have to be vigilant in protecting our trade secrets. Information is the lifeblood of the company." But guess who turned the Coke employees in to the feds? Pepsi.

Secret formulas can turn an otherwise mundane recipe of any sort into a source of fascination. If Mystique is the lifeblood of sugar water, consider how your brand could avoid drinking from the mainstream.

* Spoiler Alert: In his book *For God, Country, and Coca-Cola*, Mark Pendergrast outs what many believe to be the classic Coke recipe. Coca-Cola's inventor, John S. Pemberton, kept it in a collection of formulas:

INGREDIENTS

- 1 oz. caffeine citrate
- 3 oz. citric acid
- 1 fl. oz. vanilla extract
- 1 qt. lime juice
- 2.5 oz. flavoring (*no further clarification here—could this be the mysterious Merchandise TX?*)
- 30 lbs. sugar
- 4 fl. oz. powder extract of cocaine (*decaffeinated flavor essence of the coca leaf*)
- 2.5 gal. water caramel sufficient

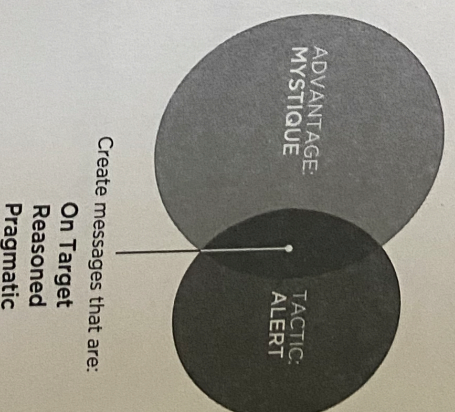
FLAVORING

- 80 oil orange
- 40 oil cinnamon
- 120 oil lemon
- 20 oil coriander
- 40 oil nutmeg
- 40 oil neroli

Mix caffeine acid and lime juice in 1 qt. boiling water; add vanilla and flavoring when cool. Let stand for 24 hours.

How Mystique Brands Could Use the Alert Tactic:

- Be On Target, Reasoned, and Pragmatic
- Answer complex questions directly, such as in bullet-point form.
- Outline clear purchase options, and explain the benefits of each.
- Carefully segment your target audience in order to be as specific as possible.



Seeing a Brand "in the Flesh" (or Not)

For decades, Crayola has allowed kids to express themselves fully. Instead of dictating the game, it allows consumers to draw their own stage. Yet in one instance, it earned unwelcome attention. Years ago, Crayola had a color named "Flesh." Today, happily, the same color is named "peach."

Should your brand be listening to customers, and hearing the details they need for fascination (in a good way)?