

THE PASSION ADVANTAGE

CUSTOMIZE YOUR MESSAGE BY ADDING ONE OF THE FOLLOWING TACTICS

PASSION + INNOVATION

Playfully engage with messages that are:
OUT OF THE BOX ■ SOCIAL ■ ENERGIZING

PASSION + POWER

Attract advocates with messages that are:
DYNAMIC ■ INCLUSIVE ■ ENGAGING

PASSION + PRESTIGE

Elevate first impressions with messages that are:
EXPRESSIVE ■ STYLISH ■ EMOTIONALLY INTELLIGENT

PASSION + TRUST

Build lasting bonds with messages that are:
NURTURING ■ LOYAL ■ SINCERE

PASSION + MYSTIQUE

Magnetically attract interest with messages that are:
DISCERNING ■ PERCEPTIVE ■ CONSIDERATE

PASSION + ALERT

Accelerate a group's focus with messages that are:
ATTENTIVE ■ DEDICATED ■ EFFICIENT

Passion Advantage Pillars

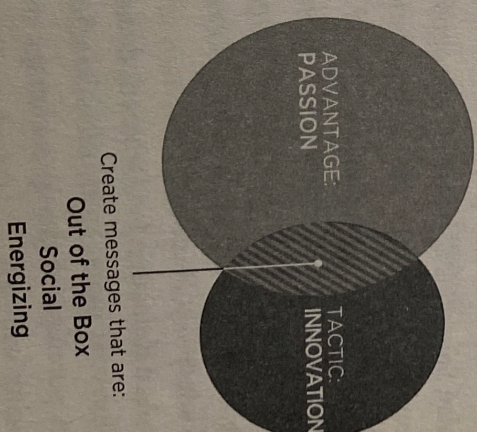
Tactics give flexibility to your message. However, don't lose your core brand. Remember to consistently rely on the pillars from Part II in all your communication:

- Woo with wow.
- Use the five senses.
- Put lust before logic.
- Create a strong and immediate emotional response.

How Passion Brands Could Use the Innovation Tactic:

Be Out of the Box, Social, and Energizing

- Tap into what your audience is already passionate about.
- Help people build enthralling new relationships.
- Invite customers to brainstorm new ideas with you via crowdsourcing.



Passion brands don't play it close to the vest. They use vivid emotional statements to inspire emotions in others. Apply the Innovation tactic, and you'll deliver delightfully surprising experiences. You may even increase the population of Denmark.