

## THE PRESTIGE ADVANTAGE

### CUSTOMIZE YOUR MESSAGE BY ADDING ONE OF THE FOLLOWING TACTICS

#### PRESTIGE + INNOVATION

Provoke a new perspective with messages that are:  
ORIGINAL • ENTERPRISING • FORWARD-THINKING

#### PRESTIGE + PASSION

Attract a savvy audience with messages that are:  
INSIGHTFUL • DISTINGUISHED • IN THE KNOW

#### PRESTIGE + POWER

Drive superior results with messages that are:  
RESPECTED • COMPETITIVE • RESULTS ORIENTED

#### PRESTIGE + TRUST

Build timeless admiration with messages that are:  
CLASSIC • ESTABLISHED • BEST IN CLASS

#### PRESTIGE + MYSTIQUE

Define a better structure with messages that are:  
SKILLFUL • RESTRAINED • POLISHED

#### PRESTIGE + ALERT

Identify the correct path with messages that are:  
INTELLECTUAL • DISCIPLINED • SYSTEMATIC

#### *Prestige Advantage Pillars*

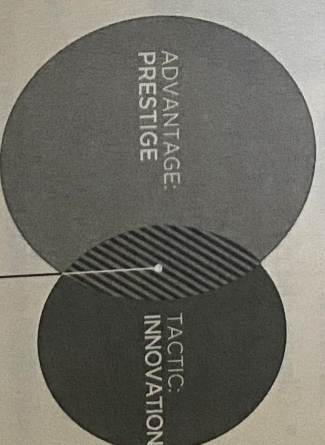
Your new arsenal of tactics is an excellent resource for taking your communication to the next level. Remember, however, that to maximize your competitive differences as a brand, and to avoid the three threats of distraction, competition, and commoditization, you must continue to rely on your Prestige pillars:

- Increase perceived value.
- Set a new standard.
- Develop emblems.
- Limit availability.

#### How Prestige Brands Could Use the Innovation Tactic:

Be Original, Enterprising, and Forward-Thinking

- Establish brand iconography that is one of a kind.
- Make weekly status meetings fun and uplifting with bold thinking and dramatic style.
- Inspire clients to look ahead. Show them how to keep their business relevant.



Create messages that are:  
Original  
Enterprising  
Forward-Thinking

The Technology of Fashion  
One of my clients, Cole Haan, had a legacy of Prestige. Everyone knew that its products were well crafted, but Cole Haan lacked the level of lust normally reserved for trendier Prestige brands