

Most brands want to cluster smack-dab in the middle of the bell curve, where vanilla and chocolate and strawberry live. In the comfort zone. But when you create fascinating experiences that elicit a strong and immediate response, you push out to the fringe.

If not pistachio flavor, perhaps cast a spell with Jägermeister flavor?

The Seven Forms of Witchcraft

We're about to embark on a journey winding through these seven forms of persuasion: Innovation, Passion, Power, Prestige, Trust, Mystique, and Alert. Each is a world unto itself, a set of strategies to create marketing magic.

PART II

The Seven Fascination Advantages: How to Make Your Brand Impossible to Resist

Meet your new arsenal:

*Innovation, Passion, Power, Prestige,
Trust, Mystique, and Alert.*