

FIVE ADJECTIVES TO DIFFERENTIATE YOUR PASSION BRAND

EXPRESSIVE

Passion brands use vivid words, colors and images.

OPTIMISTIC

These are the "life is good" brands. They bring out our best by showing us how good things can be, making us want to jump in with both feet.

SENSORY

This form of communication engages our senses.

WARM

Passion brands wrap us up in a warm blanket and serve us mental chocolate chip cookies.

SOCIAL

These brands make us want to share and participate in the conversation.

How Passion Fascinates

When thirsty, we might crave an orange Slurpee from 7-Eleven. When hungry, we might crave fresh oysters in Saint Augustine. When tired, we might seek the retreat of a tub of bubbles. These are all Passion cues. When you understand the hardwired

attraction behind these cues, your brand can build a stronger attachment with its customers.

Every time you communicate, you are either drawing people closer, or pushing them away. Whether you realize it or not, every single aspect of your brand—from your logo, to your call center, to your tagline—is either pulling people in, or turning them off. Every single action and message develops an emotional connection (or not). Your colors. Your photos. Your attitude.

The Passion mode of communication taps into a decision-making process outside reason and logic. Because Passion focuses on emotion, it can increase the perceived attraction of impulsive purchases.

Passion influences us by creating irresistible messages that overcome rational resistance. It never overwhelms with numbers and graphs, and instead offers an evocative experience. Adding more data to the instruction manual won't increase Passion.

If you're selling something that is not explicitly addressing a practical need or requirement, this Advantage can tip things over the line, turning "I really shouldn't" into "I really shouldn't—but I will anyway."

Of all the seven Advantages, Passion is the fastest way to build an emotional connection.

How Brands Use Passion in Their Marketing

To speak the language of relationship, every time you communicate with your customers, consider the following:

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

Your goal is to attract rabid fans, and pull your audience closer. Get ready to pick up your magic wand and perform marketing