

In high school, the same status might result from winning a Call of Duty tournament. Both represent achievement, and carry implied "value" to the group.

PRESTIGE: THE LANGUAGE OF EXCELLENCE

Whether established or up to the minute, humble or high end, Prestige communicates exclusivity, achievement, and value.

The Top Five Traits of Prestige

While there are many ways a brand can apply Prestige, all earn admiration from their audience. Prestige is about rank, and elevating one's position to the highest level. Do your messages communicate with Prestige? Turn to the five adjectives on the next page to find out.

How Prestige Fascinates

If we aspire to the idea of high quality, excellence, or exclusivity, Prestige allows us to physically connect with objects that bleed those values. We're fascinated by how clothing, cars, neighborhoods, banks, and universities can act as an extension of our values. And Prestige has an uncanny way of instantly elevating status. We may not get too many second looks in a generic T-shirt, but a designer logo sends a message loud and clear. Prestige tells the world what we value while simultaneously increasing our perceived value.

FIVE ADJECTIVES TO DIFFERENTIATE YOUR PRESTIGE BRAND

AMBITIOUS

It's not enough to be good. Prestige brands focus on being better.

RESULTS ORIENTED

These brands have very clear and specific goals.

RESPECTED

Prestige brands relentlessly earn top results.

ASPIRATIONAL

These brands create desire by being out of reach for most people.

ELITE

Prestige brands make people want to spend more or work harder, in order to get on the inside.

Prestige is the coveted university with a minuscule acceptance rate, the real estate company with a competitive spirit and Realtors highlighted in the trade press, Häagen-Dazs with its premium ingredients. It's the interior design firm with the famous clientele, or the consultant with a long waiting list. The product development