

The Top Five Traits of Mystique

Does your brand watch and listen, rather than dominate the conversation? Do you maintain confidentiality? If Mystique is one of your top Advantages, you'll fascinate with these five traits:

FIVE ADJECTIVES TO DIFFERENTIATE YOUR MYSTIQUE BRAND

OBSERVANT

Mystique brands don't do all the talking. They listen before speaking, and watch closely before jumping in.

CALCULATED

Mystique is calm, cool, and collected. These companies carefully select what they will say, and what they won't.

PRIVATE

These companies aren't afraid to set some limits and maintain privacy. Not everyone is allowed to join the club.

CURIOSITY PROVOKING

Who says you have to give away all the details? Instead, make people curious.

SUBSTANTIVE

Instead of tossing hundreds of messages left and right, Mystique selects what to say, and when to say it.

How Mystique Fascinates

Eye-catching enough to get noticed, yet complex enough to stay interesting. Open enough to start the conversation, yet elusive enough to leave you with questions. Mystique offers just enough, but not too much. It filters what it communicates, editing ideas and opinions, choosing what to reveal and what not to share.

We're fascinated by Mystique because of our natural desire to fill in missing information. If there's a question, we want an answer. "What happens next? How will the story end? Who gets the girl?" Maybe you'll get the answer. Or, maybe not.

How Brands Use Mystique in Their Marketing

Instead of jumping up and down and shouting for attention, Mystique is more subtle. Brands that use Mystique observe the following four pillars:

Protect information.

Spark curiosity.

Ask questions before giving answers.

Build mythology.

For our first pillar of Mystique, we'll examine how to protect information. And we'll do it with a high-stakes game of poker.

Protect Information

There's "poker," the game you play around a kitchen table with buddies. And then . . . there's poker. The kind without quotation marks. The real kind, at tournaments, in Vegas or Monaco. The win-it-or-lose-it kind. What's the difference between these two versions of poker?

At the highest level of play, poker is not a game of luck, or skill, or experience, or statistics, or even the cards. At the highest level