

Surprising with Innovation
When you visit the website of a Danish travel agency named Spies, you might mistake the company for a standard vacation hub. After all, they have the requisite smorgasbord of photos tempting you with faraway tropical paradises and all too blissful families. That is, until one unusual headline catches your eye: "Do it for Denmark. Do it for Mom."

What exactly are you being asked to "do"? I'll give you a hint. It often results in a baby. (Or babies, if you're lucky.) Under the guise of a humanitarian effort—helping save Denmark's dwindling population—this travel company offers packages and promotions to help you get pregnant. Yep. Romantic city guide included.

Since discovering that Danes have 46% more sex while on holiday, Spies took advantage of the opportunity to kill two birds with one stone. Save the Danish population, and sell more vacations. Happen to be ovulating next week? Enter the date of your last menstrual cycle and the site will spit out an "Ovulation Discount" code. Not sure how this whole getting-pregnant thing works? Not to worry. They provide easy-to-follow instructions, aptly titled "How to Get Pregnant."

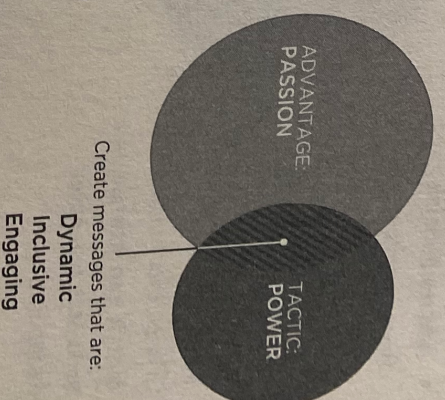
And if doing it for Denmark doesn't "do it" for you, then do it for your mom. Spies offers bundles that unfulfilled mothers can purchase to gently encourage a reproductive rendezvous. Pricing will vary . . . based on "how much you want to be a grandmother."

Not all countries want to increase their population. In Bangkok one restaurant promotes family planning: Cabbages & Condoms proudly proclaims, "Our food is guaranteed not to cause pregnancy."

How Passion Brands Could Use the Power Tactic:

Be Dynamic, Inclusive, and Engaging

- Identify fans who could contribute to your brand's blog as industry experts.
- Put a great deal of energy into your social media program, to engage a wide audience.
- Don't become so overly emotional that you fail to inspire action.



Passionately Powerful

Let's say you're a personal trainer, and you want to sell an online program for physical fitness. With Passion + Power, you'll be loving but strong. When inviting prospects to sign up, you might take a firm stance: "If you're committed to play big and make serious improvements in your body, I'm interested in working with you. If you're still on the fence about making a serious change, I'm happy to direct you to other training programs."