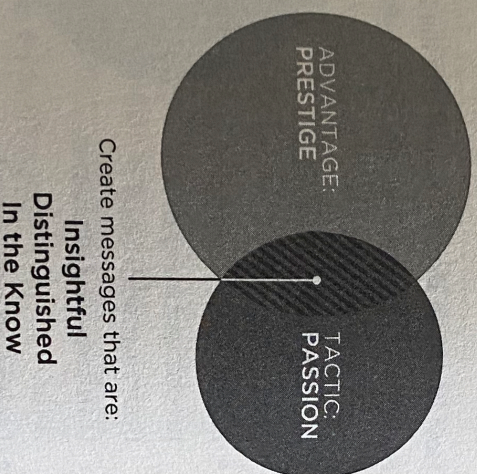


such as Gucci and Jimmy Choo. To fight back, Cole Haan tapped new technology from its parent company, Nike, and engineered a breakthrough design of cushioned four-inch high-heeled shoes. With this invention, high heels weren't just for Town Car-cruising socialites and masochists. Women who do crazy things like walk could now wear shoes with Prestige. One appearance on Oprah later, and the early designs were sold out across the country.

How Prestige Brands Could Use the Passion Tactic:

Be Insightful, Distinguished, and In the Know

- Connect with your customers through enthusiasm over higher standards.
- Choose the right style, approach, and words to solve your audience's pain points.
- Show in-the-know expertise by tipping off clients to insider industry news and events.



The Smell of Success

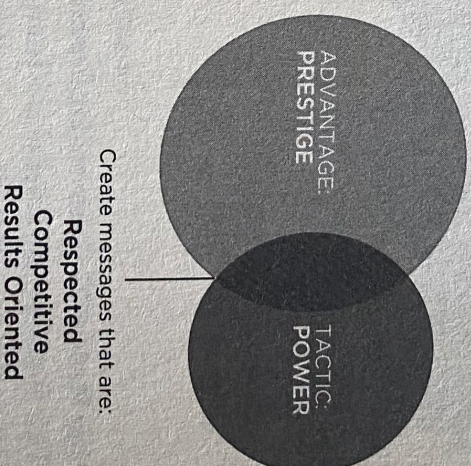
When Rolls-Royce started manufacturing vehicles using leather-clad plastic instead of wood, customers knew something wasn't right. The car just didn't smell the same. While owners couldn't see the plastic, they also couldn't smell the wood. Once the company determined the problem, they created a scent to match the 1965 Rolls-Royce Silver Cloud. Ah, the smell of success.

What if your brand had a signature scent to reinforce your experience? Singapore Airlines has created a strong visual brand identity and a corporate perfume for flight attendants—which is also used on the hot towels served to tired travelers.

How Prestige Brands Could Use the Power Tactic:

Be Respected, Competitive, and Results Oriented

- Demand higher results from everyone on your team, and reward them for their achievements.
- Set the bar by measuring customer satisfaction.
- Overdeliver in specific ways for key clients and prospects.



The Ultimate Driving ... Plane?

BMW started making cars because it wasn't allowed to make planes after World War I. That led to "the ultimate driving machine." If a Prestige brand can grow respect, how could your brand grow its presence by applying the Power tactic?