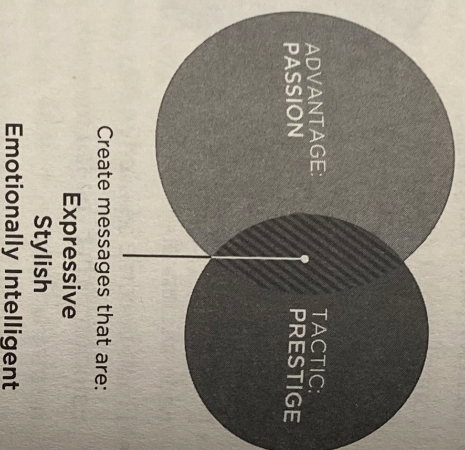


How Passion Brands Could Use the Prestige Tactic:

Be Expressive, Stylish, and Emotionally Intelligent

- Add testimonials from favorite clients, including interesting facts about them.
- Toot your horn with a celebration of team accomplishments.
- Watch every nuance of style and attitude, to make sure you never disappoint.



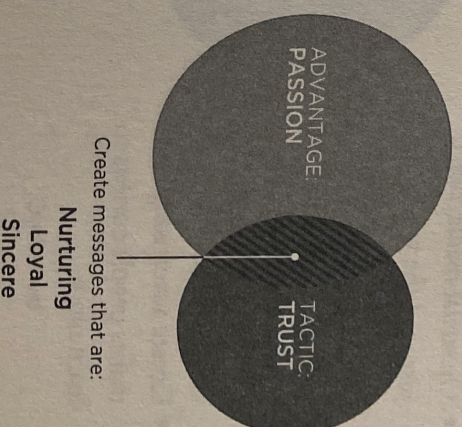
Refreshing with Prestige

Not so long ago, the height of epicurean indulgence was a box filled with Godiva chocolates. The gold box became a glimmering icon, available only in metropolitan areas. Then, in an effort to expand, Godiva made a fateful decision to distribute in mass retailers such as Barnes & Noble. The chocolates began to include preservatives, and you could buy the gold box in suburban strip malls. I worked closely with Godiva to develop a new, exclusive blended chocolate drink to repair the brand's image, and put Lady Godiva back in her rightful place.

How Passion Brands Could Use the Trust Tactic:

Be Nurturing, Loyal, and Sincere

- Create timeless attraction by tapping into themes of love, parenting, and childhood.
- Build relationships slowly and gradually, with a focus on the long term.
- Go to extra lengths to thank devoted customers.



Repairing a Broken Relationship

Trust can help you rebuild a broken relationship by spelling out a long-term commitment.

If you're a natural juice brand, and your brand promises to avoid pasteurization, then it's crucial that the apples used in your juice be picked from the trees, rather than from the ground. When gathering apples for Odwalla juice in 1996, a worker in the grove apparently took an apple off the ground. This led to an E. coli outbreak. Rather than explaining or hiding, Odwalla removed all its fruit juices from the shelves, and within just five weeks of the recall, it developed a safer "flash pasteurization" method.

No matter what your brand's primary Advantage, you can apply Trust to reestablish your commitments and rebuild your core principles.