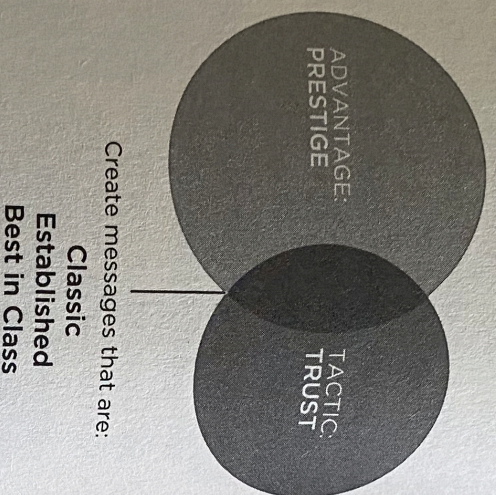


How Prestige Brands Could Use the Trust Tactic:

Be Classic, Established, and Best in Class

- Avoid fads and buzzwords to keep your brand timeless.
- No matter what, maintain a reputation for consistently doing outstanding work.
- Make sure you overdeliver by following patterns that have historically performed well.



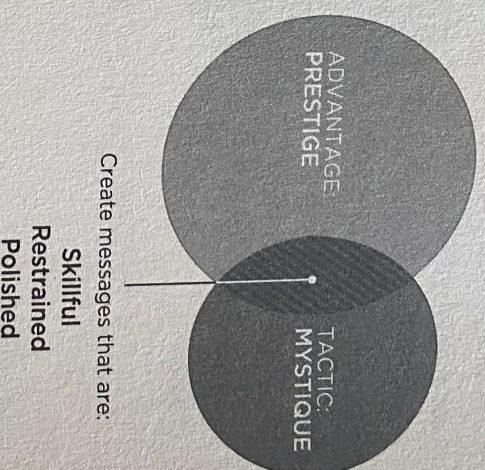
How Much Is Your Customer Experience Worth?

The Ritz-Carlton hotel chain is an outlier in customer service. While it's not a formally acknowledged policy, any Ritz-Carlton employee is reportedly permitted to spend up to two thousand dollars to ensure that a guest's problem is handled immediately. (That's Prestige partnered tightly with Trust, to ensure credibility.) How far can you take your brand Advantage, and turn it into an extreme?

How Prestige Brands Could Use the Mystique Tactic:

Be Skillful, Restrained, and Polished

- Underpromise and overdeliver.
- Take time to master specific proficiencies rather than jumping from one to the next.
- Offer fewer products, focusing on top-notch, error-free delivery.



Imported Tile (and Imported Craftsmen)

When Epcot built its Morocco Pavilion, King Hassan II flew expert Moroccan craftsmen to Orlando. They installed tile, carved archways, and created the mystery of Moroccan culture. This level of perfectionism goes beyond the bazaar. This is my personal favorite pavilion at Epcot, thanks to the combination of Prestige and Mystique.