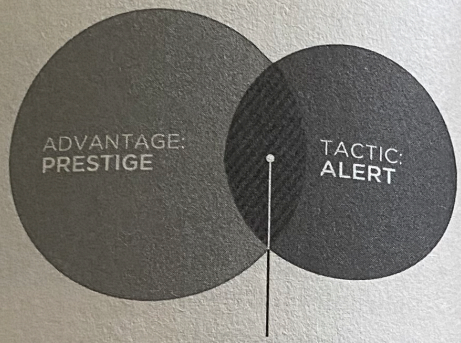
How Prestige Brands Could Use the Alert Tactic:

Be Intellectual, Disciplined, and Systematic

- Show a proven track record with details of awards and recognitions.
- Implement a systematic process in every area.
- Prepare carefully for failure; leave nothing to chance.



Create messages that are:
Intellectual
Disciplined
Systematic

When Economies Change, So Does Prestige

During an economic recession, luxury connotations can have a negative brand effect. The classic black Armani power suit can be pushed aside in the closet for the understated shirt and slacks.

During the Great Recession, high-end resorts backpedaled from their opulent descriptions. When belts tightened, they faced uncomfortable scrutiny. Loews Hotels even temporarily removed the word "resort" from its name. When budgets tighten during a cutback or recession, Alert enters the picture and Prestige cues can shift dramatically. Diversify beyond superficial name recognition to avoid taking a hit when people no longer want overt displays.

Next, on to the bedrocks of the business world: Trust brands. These companies leverage their consistency to captivate.

Trust Brands

HOW THEY CAN USE TACTICS

Trust is reliable and comforting. We know exactly what to expect. Yet, Trust can become a little dull and predictable for your audience. But by infusing Trust with tactics, such as Innovation or Power, you'll speak the language of stability in a variety of fascinating ways.

Trust Is	Trust Is Not
• Comforting in times of change	• Using fluffy or flowery language
• Being dependable	• Changing packaging, slogans, or locations
• Relying on reproducible, proven ideas	• Following the latest fads or trends

The other six Advantages can fascinate us in a short time. An approaching deadline instantly motivates us with Alert. A provocative headline on a magazine cover can fixate with Mystique. Trust, however, is fascination of a different sort. It's established consistently.

When you need to step outside your comfort zone to reach new and bigger audiences, rely on the various tactics outlined in this chapter to create spellbindingly trustworthy messages.