

Passion communication doesn't necessarily involve pink cashmere and pillows, but it does rely on neurological cues of attachment and proximity.

Create a Strong and Immediate Emotional Response

Want to fascinate with Passion? You already have biology on your side.

Our mouths create not only more saliva in anticipation of pleasure, but in some cases, a different type of saliva. *Motor Trend* magazine once described a Maserati as inspiring "visceral, carnal automotive lust." One UK study suggests that this description is literally quite accurate.

Researchers assessed the levels of arousal in a group of women, measuring the amount of testosterone present in their saliva. First, they tested the women's saliva. Then they tested it again, after the women had listened to the sound of Italian sports cars such as Ferraris, Lamborghinis, and Maseratis.

The result? One hundred percent of the women demonstrated a significant jump in testosterone levels after listening to the growl of Italian sports car engines. But it's not just any car engine that turns women on. When the women listened to a comparatively weak engine, their testosterone levels plummeted below normal. Smaller engines, it seems, trigger less immediate response. In other words, a brand can also make people feel *disconnected*.

Great design frequently uses Passion, especially when that design brings a human touch to an object or makes its functionality more experiential. For example, like the nurses who staged the bubble parade I mentioned before, an industrial designer at GE has created colorful pediatric MRI machines that look like pirate ships and submarines for the kids.

Even if your product itself seems off-putting or cold, or even boring, you can still make it fascinating by applying Passion. Inspire strong emotions, and don't be lukewarm.

Could you add human elements that create a strong and immediate emotional reaction to your brand? How about your product design? Your stores? Your website? Instead of sending emails to customers from a generic email address, could you send an email from an actual person?

THE LANGUAGE OF RELATIONSHIP

PASSION

AT A GLANCE

Connect with emotion.

DEVELOP MESSAGES THAT ARE:

Expressive • Optimistic • Sensory
• Warm • Social

PILLARS OF PASSION BRANDS:

- Woo with wow.
- Use the five senses.
- Put lust before logic.
- Create a strong and immediate emotional response.

*Does your brand fascinate with Passion?
Get your Brand Profile at BrandFascination.com.*

We've experienced the warmth and emotion of Passion. Now we'll move into the strength and authority of Power, the language of confidence.