

Power Brands

HOW THEY CAN USE TACTICS

Power leads the way, showing us which way to go, directing our actions and opinions. Yet there is no one “right” way to lead. Leadership can take many forms, from quiet certainty to boisterous cheerleading. Yet what all forms of Power have in common is a clear direction and a comfort with command.

Power Is	Power Is Not
• Confidently leading the pack • Voicing opinions in no uncertain terms • Decisive and ready to take action	• Meekly asking permission, hesitating, second-guessing, or communicating with insecurity • Passive, indifferent, or neutral communication • Being a follower, behind others in your category

Brands that use Power, like brands that use any other Advantage, need to communicate effectively with everyone from those with primary Mystique to those with primary Passion. To expand your audience, use your new arsenal of tactics.