

I walked back to the start to the same attendant, chose the green ticket, and entered. The lined moved quickly. There was no buzz, no nervous anticipation, and no chest-thumping. Nobody took a selfie and posted it to Facebook to show off his green ticket. No repeat customers who finished the ride and immediately ran back to the start. People exited and left, looking underwhelmed. As soon as it started, we were done. Pfffft.

But guess what?

(*Suspenseful pause . . .*)

It was mostly the same ride.

The green ride is the same story line, about a capsule going into space. It's the same structural format, same graphic design, same uniform on the attendants. The difference is that it doesn't spin as fast as the orange ride.

Yet the green version doesn't just lack intensity—it lacks emotion. It lacks energy and engagement.

Why is the orange-ticket experience fascinating, while the green is forgettable? These rides might appear to be the same, but small details turn an average process into an unforgettable one. A few smart tweaks transform even a boring brand into an intensely desirable winner. It might be as simple as changing a name.

The Little Town with a Fascinating Name

Centuries ago, a little town in Wales struggled with a common branding problem: how to attract more tourists and residents, without building new attractions, expensive marketing, or a lengthy makeover?

In 1850, a humble cobbler came up with a big idea . . . create the world's longest name. And thus was born Llanfairpwllgwyngyllgogerychwyrndrobwlantysiliogogoch. This fascinating name attracted attention, and with it, tourism dollars. The name change became an orange ticket.

Today, people visit from around the globe, growing its population

and economy. Jimmy Kimmel and staff members of the *Huffington Post* have competed in the annual contest to find the most “interesting” way to pronounce the name.*

How about your brand? How could you turn your green-ticket experiences into orange tickets? How could you turn your customer service into an orange ticket? How about your talent recruitment, or your company celebrations? The rewards are huge. My research shows that with a few strategic changes, people will wait in line for your services, post online about your products, refer prospects to your website, and compete to show you off to their friends.

While these two rides looked very similar, and appeared to be interchangeable, they delivered completely different experiences. One was fascinating, while the other was just another ride. Using the same fascination that impels people to pay more for a luxury brand of sunglasses than the same pair without a logo, your brand can focus on just a few traits and make them spellbinding.

Different Is Orange

Your customers *want* the orange ticket. They want to be engaged and fascinated. Remember: different is better than better. And different is orange. Give people the orange ticket, and you can leverage a distinct attitude, mind-set, and point of view.

I'm sure you get this—but this story isn't about an amusement park ride. It's about your product, and brand, and you, and whether or not you will win the battle for attention. Every time you market, you are offering either the orange ticket, or the green. You're either captivating, or a commodity. You're fascinating, or forgotten.

* Afraid to pronounce this town's long name? You might just have hippopotomonstrosesquipedaliophobia: the fear of long words.