

THE TRUST ADVANTAGE

CUSTOMIZE YOUR MESSAGE BY ADDING ONE OF THE FOLLOWING TACTICS

TRUST + INNOVATION

Tweak traditions with messages that are:
CURIOUS ■ ADAPTABLE ■ OPEN-MINDED

TRUST + PASSION

Nurture consistency with messages that are:
APPROACHABLE ■ DEPENDABLE ■ TRUSTWORTHY

TRUST + POWER

Promise lasting quality with messages that are:
DIGNIFIED ■ STABLE ■ HARDWORKING

TRUST + PRESTIGE

Uphold enduring values with messages that are:
LEVELHEADED ■ SUBTLE ■ CAPABLE

TRUST + MYSTIQUE

Guarantee security with messages that are:
PROTECTIVE ■ PURPOSEFUL ■ ANALYTICAL

TRUST + ALERT

Reinforce each process with messages that are:
PRINCIPLED ■ PREPARED ■ CONSCIENTIOUS

Trust Advantage Pillars

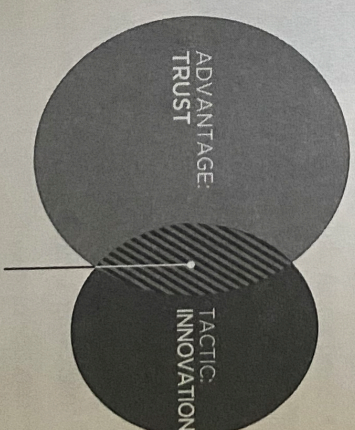
Your new arsenal of tactics is a dependable way to expand your reach. Bear in mind, however, that your brand cannot violate the pillars of Trust. Use them as much and as often as possible to reinforce your brand promise.

- Repeat and retell.
- Be authentic.
- Accelerate trust.
- Use familiar cues.

How Trust Brands Could Use the Innovation Tactic:

Be Curious, Adaptable, and Open-Minded

- Make sure your brand is not falling behind or falling into a rut; schedule "rut checks."
- Keep the same logo over time, but update your tagline (or vice versa).
- Build flexibility into your promotional calendar, so you can customize tactics for holidays and current events.



Here's an example: Accounting firms are classic Trust businesses. Because they're all using the same Advantage, and the same words and images, they often look the same and sound the same. If your brand doesn't stand out, it's at risk of becoming a commodity. How could an accounting firm stand out?