

enormous stage, Jumbotron-style live video screens captured every move. I reminded myself that I couldn't make just another speech, and I didn't have to.

I asked the audience a single question: "Who has never tasted Jägermeister?"

Hands went up. I went into the audience, explaining that the green bottle held one of the top-selling spirits in the world. Surely it must be delicious, right? Then I started serving shots.

That's when things got interesting.

As I walked down the aisle, I motioned for the cameraman to follow me. He quickly got the idea, capturing the facial expressions of the blissfully ignorant audience members about to do their very first shot of the brown liquid. The giant screen showed close-ups of their priceless expressions ("Yuck!" "Ewww!" . . . "Ughhh!"). They were Jäger virgins no more. The audience went wild.

As the audience witnessed, a brand can be simultaneously popular and disliked.

Despite possibly breaking a few laws for serving alcohol in the building, this "reverse product demonstration" created such a Twitter frenzy that Jägermeister became one of the top trending topics in Canada during the speech.*

Within an hour of the speech's finale, my cell phone rang. It was Jägermeister's marketing director. I froze, seized by a fear that I was in some kind of trouble.

That was not the case. They'd seen the activity on Twitter, and traced it back to my speech in Toronto. The marketing director said, "We don't know what you're doing, but it's working. Come to New York and talk with us."

* My clients sometimes request that I repeat this interaction at my events. On the upside, I've made a couple of TSA folks very happy when they discover what they get to confiscate from inside my carry-on baggage.

For much of 2010 and 2011, I worked closely with the Jäger team and many talented folks, leading new research and creative development. Together, we created all kinds of new ways to fascinate consumers. The next year, Jägermeister was named one of the ten most innovative brands in the world by *Advertising Age* magazine.

Are you starting to see why different is better than better?

Turning Murder into Business

For most business owners, an arrest by undercover police officers at your establishment would be cause for major damage control. Especially when that arrest captures a most-wanted criminal by the FBI . . . the first-ever FBI-documented female serial killer . . . who just happened to be a regular . . . who just happened to seek out and kill the very types of men who are your best customers.

Ice-Cold Beer and Killer Women

Introducing the Last Resort bar in Daytona Beach, Florida.

In 1991, Aileen Carol Wuornos went on a male-only killing spree until her arrest at a raid at the Last Resort. Instead of suppressing its relationship to a mass murderer and going into damage-control mode, the Last Resort turned it into an orange ticket.

The 1991 arrest still draws visitors from as far away as Australia, who share in the dark Wuornos allure. Visiting Daytona Beach for a family vacation with the kids? Be sure to stop by for a Wuornos-themed birthday party (which includes her bug-eyed photo in the cake frosting). Pick up a few bottles of the bar's "Crazed Killer Hot Sauce," with a label featuring a photo of Aileen Wuornos on her execution date (October 9, 2002, 9:47 a.m.).

Just as Jägermeister's importer, Sidney Frank, turned negative