

As I paid my \$3.99, the sales clerk remarked how often this popular gift sold out of stock.

The kids opened the little cellophane bag, their eyes growing wide to be eating REAL Dinosaur Food. I was a hero, victoriously returning from a prehistoric era rather than a store down the street. I peered more closely at my \$3.99 purchase. Inside the bag was . . . five gummy worms. Five. Slightly smooshed. I'd paid \$3.99 for five generic gummy worms, which actually cost about three cents. At least the worms could have had tiny wide-mouthed screams of sheer terror. Yet I have to applaud this product. Simply calling it "Dinosaur Food" elevates its perceived value by 1,000%.

This little example demonstrates a very, very big principle of fascination. When you speak the language of creativity, you can transform a dull commodity into something magical. Rather than charging just for the generic value of the product, you can charge for the experience.

This, my friends, is black magic in action.

The packaging didn't cost more than that of regular candy. The candy itself didn't cost more than regular candy. All it cost was an idea. Even if you're selling an ordinary product, when you cast a spell of fascination, you can transform a staple into a story line.

Here's another example of turning a commodity product into a fascinating experience.

Expensive Whiskey, Meet Expensive Granite

When drinking a glass of whiskey, you might notice how melting ice dilutes the complex flavor. How to chill the whiskey without the melting ice? Well, you could either drink it very quickly—or you could toss in a few chilled whiskey stones. These aren't just *any* stones, mind you. Or . . . maybe they are? The stones themselves are usually made of granite, which is a plentiful and relatively inexpensive material. Yet simply marketing the granite with a new application and fascinating packaging elevates the price of nine small rocks to about twenty bucks.

Your brand can turn vanilla into pistachio. You can turn a green ticket into an orange one. And by applying Innovation, you can even serve Dinosaur Food.

What Is "Innovation"?

Innovation is the most creative of all the seven Advantages. It innovates. It tweaks. It invents. It surprises. It introduces new options, new behaviors, and new ways of thinking. It isn't afraid to kick up some dust. It refuses to play follow the leader.

If your brand's Advantage is Innovation, make sure you consistently defy the ordinary. Take nothing for granted. Refuse to drink from the mainstream. Make bureaucrats nervous. Never live by default. If it ain't broke . . . break it.

INNOVATION:

THE LANGUAGE OF CREATIVITY

Innovation changes the game with a new approach. It challenges assumptions, pushing people to think in new ways.

Five Adjectives to Differentiate Your Innovation Brand

Will Innovation be your brand's primary Advantage? If so, you can revolutionize a product, a client, or an entire industry. When your brand speaks the language of creativity, your communication will be forward-thinking, entrepreneurial, bold, surprising, and visionary.