

Bean Counters and Black Eyed Peas

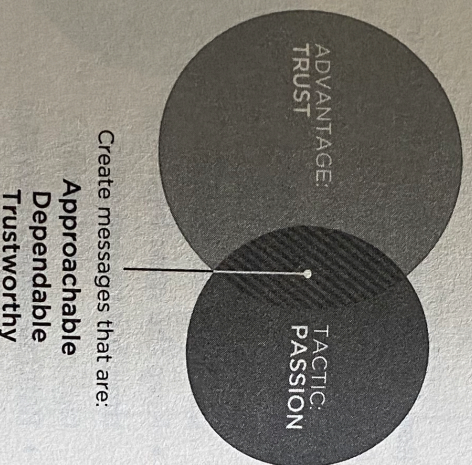
Ever seen an accountant lip-sync a Black Eyed Peas song? Or bust a move in a flash mob? The CPA firm WithumSmith+Brown stands out in the Trust-saturated accounting category with videos starring their accountants lip-synching to "I Gotta Feeling."

In a commoditized category, employee personality can help you glow with a spark of Innovation.

How Trust Brands Could Use the Passion Tactic:

Be Approachable, Dependable, and Trustworthy

- Strengthen the relationship with each client; appoint a personal relationship consultant.
- Send warm chocolate chip cookies to clients on the anniversary of your working together.
- Create a welcome package for new clients, including a camera to capture moments.



When your brand has operated the same way for years, how could Passion help you build a more emotional relationship with your own employees?

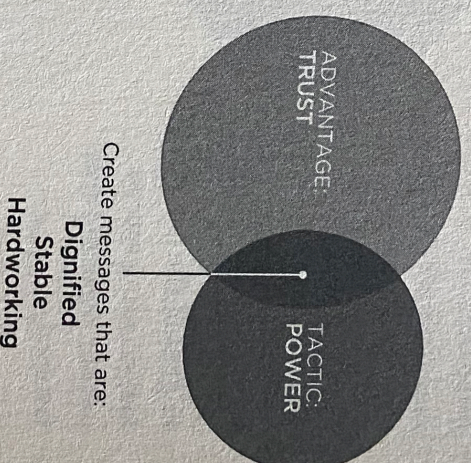
Closed on Christmas

Until 1988, most Denny's locations did not have locks installed on their doors, because the stores never closed. They were open 24/7/365. Then the company decided to give its employees Christmas Day off. The closing apparently cost about \$5 million in sales, but many of its sixty thousand employees were so grateful that they sent cards and letters to their employers.

How Trust Brands Could Use the Power Tactic:

Be Dignified, Stable, and Hardworking

- Offer a consistent, money-back guarantee on all products.
- Explain the research behind your product development.
- Consistently publish white papers to establish your authority.



Sometimes a symbol of Power is all you need to communicate.

Apply Some Muscle

You might not immediately recognize the name "Vulcan Spice Company." Yet in 1867 this brand created a distinctive logo of a muscular arm holding a hammer, in honor of the Roman god of fire and metalworking. Anyone know what it is yet? Here's a hint: the company makes baking soda. It's one of the most recognizable and trusted logos around the world: Arm & Hammer.

If you're communicating with Trust and a Power tactic, then demonstrate Power over an extended amount of time.