

FIVE ADJECTIVES TO DIFFERENTIATE YOUR INNOVATION BRAND

FORWARD-THINKING

Innovation companies consciously avoid falling into ruts. If a service is usually sold one way, they find ways to sell it another way.

ENTREPRENEURIAL

Instead of plodding along behind others, they bring a hungry mindset and feisty attitude.

BOLD

Other brands might be bigger, but none are bolder.

SURPRISING

They push us to think ahead of the curve.

VISIONARY

Rather than see the world as it is, Innovation brands show us what the world can become.

How Innovation Fascinates

We're rarely fascinated by the ordinary. Surprises, however, interrupt our expectation of how the world looks and behaves. When man bites dog, or when snow falls in August, that's worth a second look.

Innovation brands open our eyes. They change our expectations, and even the way we make assumptions. They give people an opportunity to see the world from a new perspective. It's the tiny fashion house inventing trends a year ahead of the mainstream.

It's how Amazon disrupts the traditional publishing model by allowing authors to self-publish and distribute through its website. If you speak the language of creativity, you challenge us to break old habits—or at the very least, to consider new possibilities. You force competitors to realign. You're not afraid to try something new.*

In stagnant and saturated categories (such as mortgage sales or health care), Innovation players have a competitive edge over bigger, more established companies. If your marketing budget is limited, or you're new to the market, creativity offers a strong competitive edge over more-established brands.

What seemed startling a decade ago now seems hardly worth a second glance to increasingly jaded and bored audiences. Brands become irrelevant unless they can tweak their game. They have to work harder to get the same result.

To help you get started with Innovation, here's a sample of how an Innovation brand could describe itself to potential customers.

How Brands Use Innovation in Their Marketing

Innovation follows certain patterns. Consciously measure your communication against these four pillars:

- Invent surprising solutions.
- Turn something old into something new.
- Do the opposite.
- Infuse a dose of vice.

*A man owned both a bar and a Harley. During his life, he collected several large Harley tattoos on his back and shoulders. When he died, his son had the tattoos removed, tanned, and framed, and hung them in the bar. I'm uncertain if this is a positive for patrons at the bar; however, it is good proof that Harley fascinates.