

# THE LANGUAGE OF EXCELLENCE PRESTIGE AT A GLANCE

*Set the standard.*

## DEVELOP MESSAGES THAT ARE:

- Ambitious
- Results Oriented
- Respected
- Aspirational
- Elite

## PILLARS OF PRESTIGE BRANDS:

- Increase perceived value.
- Set a new standard.
- Develop emblems.
- Limit availability.

*Does your brand fascinate with Prestige?  
Get your Brand Profile at [BrandFascination.com](http://BrandFascination.com).*

Earlier we saw how Innovation can change the game with creativity, Passion can create an immediate emotional connection, and Power can lead with authority. But what if you want to build a quiet, long-term relationship?

In that case, look to Trust. This Advantage isn't about heart-thumping excitement or head-snapping attraction. Instead, Trust shows us how to gradually build stable and meaningful relationships over time.

## Trust

THE LANGUAGE OF STABILITY

# THE TRUST ADVANTAGE

STABLE • DEPENDABLE • FAMILIAR  
• COMFORTING • PREDICTABLE

## It Wasn't Always a Wonderful Life

Hum a few bars of "O Come, All Ye Faithful," sip your eggnog, and gather round the fireplace to roast chestnuts, kids. It's time to tell the story of how Trust brought us the traditional holiday classic *It's a Wonderful Life*.

Upon its release in 1946, *It's a Wonderful Life* wasn't nearly the