

Private Passwords and Hidden Hideaways

A few pages ago, we explored the “kitchen within a kitchen” at the restaurant Crustacean. Trendy nightclubs have a velvet rope outside to limit access and build anticipation. Even better, you can build new marketing ideas around old mythology.

The Alchemy bar in Tallahassee operates like a Prohibition speakeasy. The entrance is hidden past a storefront of blacked-out windows. Even if you can find the location, you can’t enter unless you know the secret password and whisper it to the correct doorman. When it’s time to exit, you’ll have to find the hidden doorway inside the bookcase. Are the drinks better than at other bars in town? Perhaps. Yet this bar doesn’t compete on the usual terms. Instead, it spellbinds customers by turning an ordinary experience into a forbidden, thrilling game.

Think of your own brand. Can you offer certain people a secret password, or a private entrance? Once, I invited a small group of successful entrepreneurs to a private, insiders-only product launch. In order to learn about the product, prospective buyers had to sign an NDA. I didn’t realize it at the time, but signing that NDA made the experience far more desirable for the invitees. What if your clients or customers had to sign an NDA before purchase?

Pop Rocks, Bull Testicles, and the Mysterious 33

In Part I, we discussed how Epcot’s Mission Space ride uses an orange ticket to turn a plain ride into an unforgettable one. With the mythology of *Mystique*, you can build a memorable story line around otherwise boring products and services.

Rolling Rock beer has the number “33” on the bottle (supposedly for the year Prohibition was repealed). Dr Pepper’s original main pick-me-up times of day). Other brands build mythology through a fictitious history, such as Bartles & Jaymes, which built

a campaign around the idea that wine coolers were dreamed up by two old guys on a porch.

Legend has it that Pop Rocks are lethal if mixed with Coke. Green M&Ms are an aphrodisiac. And Red Bull lists “taurine” as an ingredient, which is reportedly made with either bull urine or bull testicles, depending on which urban myth you believe.

What story can you tell about your brand’s background, culture, or products? What hidden pieces of background could become your orange ticket? Whether you’re an old or new brand, you can draw on mythology, as long as you present it in a new way.

THE LANGUAGE OF LISTENING

MYSTIQUE

AT A GLANCE

Don't reveal everything at once.

DEVELOP MESSAGES THAT ARE:

- Observant • Calculated • Private
- Curiosity Provoking • Substantive

PILLARS OF

MYSTIQUE BRANDS:

- Protect information.
- Spark curiosity.
- Ask questions before giving answers.
- Build mythology.

*Does your brand fascinate with *Mystique*?
Get your Brand Profile at BrandFascination.com.*