

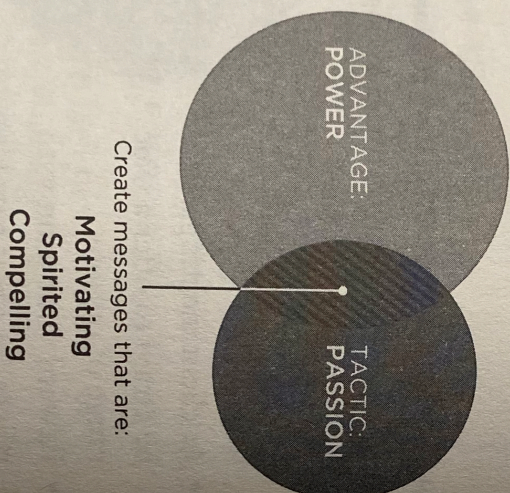
When to Emphasize Change

If you want your prospects to switch from a competitor, prompt them to be dissatisfied with their current situation. You want them to view you as a different road to success. For instance, if you're a financial adviser, apply Innovation by reinforcing the need for change. You might say: "The market is rapidly changing. Opportunities are shifting. You can't build a strong financial future with outdated strategies. I can help you intelligently adapt your financial strategy, and your mind-set, with a fresh look at your future."

How Power Brands Could Use the Passion Tactic:

Be Motivating, Spirited, and Compelling

- Take extra effort to inspire and encourage new customers.
- Institute an open-door policy for the whole company.
- Start staff meetings with an overview of recent team achievements.



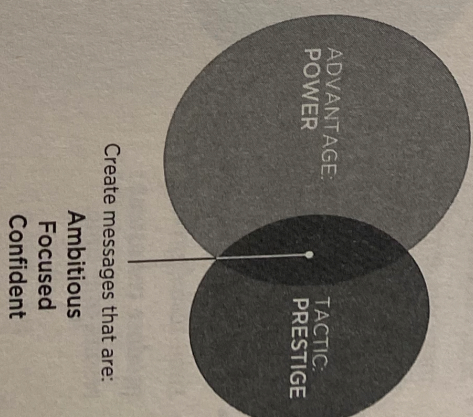
Uberlicious

To celebrate its birthday, the car service Uber offered free "on-demand" cupcakes. Even if you'd never used Uber before, on this one day you could download its app and order a cupcake to be delivered, for free. The brand had thousands of new customers the next morning.

How Power Brands Could Use the Prestige Tactic:

Be Ambitious, Focused, and Confident

- Develop specific professional-development goals for your employees.
- Play big! Instead of aiming for fifty new clients this year, shoot for a hundred.
- Show your audience how to set ambitious goals, and give the tools to track them.



Lane Bryant's Cacique lingerie line, aimed specifically at plus-sized women (who make up well over half of the population of U.S. women), uses print and TV ads that show beautiful models of various shapes and hues with one simple statement, "I'm no angel"—taking a poke at and the lead against Victoria's Secret, which does not cater to plus-size women.