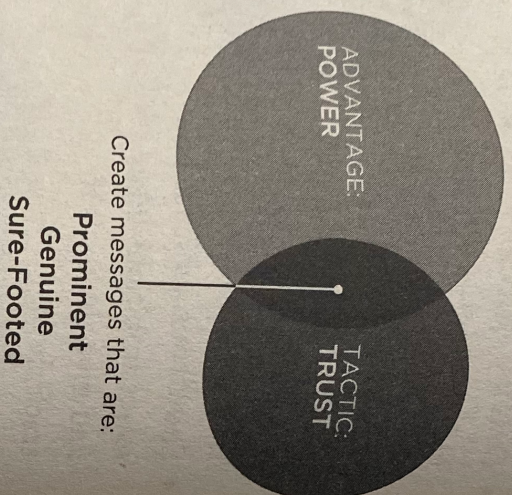


How Power Brands Could Use the Trust Tactic:

Be Prominent, Genuine, and Sure-Footed

- Stand behind your team members, even when they make mistakes.
- Honor longtime customers with benefits and extra privileges.
- Demonstrate how your time-tested processes produce consistent results over time.



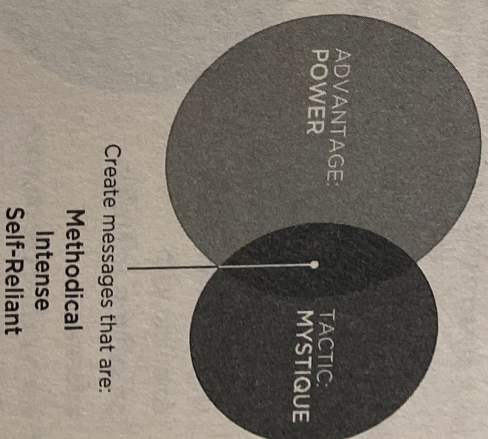
The FBI is a Power brand. It is normally associated with imperious strength. To show the organization's trustworthy, family-loving side, the FBI's official website has an entire section devoted just to kids. According to the FBI, "the Kids' Page is designed for children and their parents to learn more about the FBI."

Even if you have an intensely Power-oriented brand, the language of stability can help make your audience feel more safe and secure with you.

How Power Brands Could Use the Mystique Tactic:

Be Methodical, Intense, and Self-Reliant

- Treat marketing like chess. Stay two steps ahead by watching the competition.
- Ask insightful questions to provoke discussion within your industry.
- Strategically plan each step to avoid public errors.



Here's an example of how one Power brand used Mystique to take billboard marketing to the next level.

A Dragon Skull Washed Up on the Beach . . .

In Part I, we learned that traditional marketing is the schoolmarm of communication. Most marketers rely on expensive media buys to get their message across, but you could instead perform marketing witchcraft by planting a forty-foot dragon skull on a beach.

To announce the release of the third season of HBO's *Game of Thrones*, a mammoth dragon skull was planted on the shore of England's Charmouth Beach, already well known for its dinosaur fossils. No explanations were given. Crowds formed, media coverage ensued, and publicity skyrocketed. Turns out, this faux dragon skull came from a new UK streaming service called Blinkbox. In the end, the brand increased revenue by 632%, torching the usual model of marketing.